



OECD DEVELOPMENT  
COMMUNICATION NETWORK





OECD DEVELOPMENT  
COMMUNICATION NETWORK

## Who we are

The OECD Development Communication Network (DevCom) is a unique international platform to explore ways to mobilise citizens for sustainable development.

Created in 1988, DevCom brings together **communications and public affairs managers** from government institutions, development agencies and multilateral organisations, as well as partners from civil society, philanthropy, the private sector and the communications industry.

Together, these professionals share lessons on how to **raise awareness** about development success stories and today's most pressing global challenges, including the **Sustainable Development Goals**. They collaborate to identify good practices in **boosting public support** and rebuilding trust in international co-operation.

DevCom is hosted by the **OECD Development Centre** in Paris, France.

“

*“Global Affairs Canada is working to renew Canada’s international assistance policy and funding framework that will determine Canada’s approach internationally to supporting the 2030 Agenda on Sustainable Development. To help inform next steps, DevCom has been an invaluable resource, providing us with unique access to useful strategic guidance and lessons learned from around the world”*



Jacqueline Théoret

Executive Director, Strategic Communications, International Development Global Affairs Canada

DevCom

*“The United Nations values its collaboration with DevCom and its community of communications professionals. To achieve the SDGs, we need to mobilise more people and partners than ever before!”*



Deborah Seward  
Director  
United Nations Regional Information Centre

*“When communicated effectively, a compelling story can help turn good ideas into good practice by engaging people, spurring them into action and effecting positive change. The DevCom network provides development communicators with a unique opportunity to share experiences and lessons with colleagues from other countries and reflect on how to make their communications even more effective.”*

Patrick Reichenmiller

Deputy Head  
Communication Management  
Unit, SDC



”

## What we do

### Peer learning

Development communicators work in different settings, but have a lot to learn from one another. DevCom seeks to draw out their lessons, innovations and good practices, and helps communicators see how their practices compare internationally. DevCom is a rare opportunity for them to meet peers from other countries and find inspiration on how to tackle challenges back home.

### Events

At DevCom's regular events, participants share experiences on diverse aspects of public engagement. They learn about latest trends in public attitudes to development, aid and international co-operation. They meet innovators in development communications and find partners for joint campaigns.

DevCom events are **informal and interactive**, allowing participants to test ideas and work together to forge new narratives for their diverse audiences.

### Good practice

DevCom's publications, surveys and reports provide guidance on good practices in public engagement, based on latest analysis and case examples. They often focus on specific audiences (e.g. youth), communications channels (e.g. social media) and themes (e.g. the Sustainable Development Goals).

### Advocacy

DevCom is an advocate for development communication. Its work highlights the value of engaging with citizens. DevCom identifies compelling reasons for development institutions to engage more strategically and invest sufficient resources into communications.

## Why we matter

### DEVELOPMENT COMMUNICATIONS HAS NEVER BEEN AS IMPORTANT AS IT IS NOW

The **2030 Agenda for Sustainable Development** has been an overarching theme for DevCom events since 2013.

Why? The SDGs cannot be achieved without citizens!



### PEER LEARNING FOR SDG COMMUNICATORS

A series of DevCom events has helped participants consider how the SDGs affect their work and generated a series of questions:

- How do our narratives need to change if we want to mobilise new public and private actors for the SDGs?
- How will we measure success, given that five specific SDG targets relate to development education, awareness-raising and transparency?
- How are my peers approaching the SDGs, and what can we learn from one another?

To address these questions, DevCom is developing a **Peer Learning Hub for SDG Communicators**.

The Peer Learning Hub will help guide communicators on how to approach the SDGs, show them what their international peers are doing, and point them to tools and resources that can help them achieve greater impact.

In these early stages of SDG communications, the Hub will be a virtual space, integrating lessons and good practices as they emerge over time. It will link closely with the efforts of UN partners to raise awareness and mobilise people for the SDGs.

  
**DISCUSSION NOTE**  
DevCom Annual Meeting  
9-10 November 2013  
Towards a  
DevCom Peer Learning Hub  
for  
SDG Communicators

This Note is designed to help stimulate discussions at the 2013 DevCom Annual Meeting on 9-10 November.  
Part I: Towards a DevCom Peer Learning Hub for SDG Communicators  
Part II: Towards a DevCom Peer Learning Hub for SDG Communicators  
Part III: Towards a DevCom Peer Learning Hub for SDG Communicators  
Part IV: Towards a DevCom Peer Learning Hub for SDG Communicators  
Part V: Towards a DevCom Peer Learning Hub for SDG Communicators  
Helping the DevCom SDG Peer Learning Hub to life by sharing your own examples, lessons and experiences!

**Introduction**  
The UN Sustainable Development Goals (SDGs) change the game for communicators in development institutions.  
They provide an opportunity with a formal mandate and specific targets to raise awareness and build knowledge and engine for sustainable development.  
They transform the development story that communicators need to tell about how development is changing and what it means for the world.  
They challenge communicators to understand and engage with new audiences, and to take leadership in the development narrative.  
Drawing on almost 30 years of experience in identifying good practices and promoting peer learning, the OECD Development Communication Network (DevCom) seeks to support its members and partners as they adapt to the SDGs and by setting up a Peer Learning Hub for SDG Communicators.





### Aims of the DevCom Peer Learning Hub for SDG Communicators

- Provide a framework and principles to help communicators approach the SDGs, understand how they change the landscape and decide on priorities for public engagement.
- Promote peer learning and collaboration by identifying good practices, innovations, lessons and challenges as they emerge.
- Facilitate access to the resources, tools and advice being developed in the UN system, the OECD, the European Commission and elsewhere.

Visit [www.oecd.org/development/pgd/devcom.htm](http://www.oecd.org/development/pgd/devcom.htm) for more information.

### UNDERSTANDING THE PUBLIC VOICE

DevCom is also examining the broader political climate for public engagement. Although public opinion polls reveal continued high levels of support for development work in general, citizens in many countries are losing trust in public institutions. Political leaders are using “national interest” arguments to redirect or limit aid spending, and question the value of international co-operation. How well does the development community know its audiences, and how can it best respond to critics?

To address these questions, DevCom helps its members consider their **listening architectures**.

- How are DevCom members using policy consultations to engage with citizens?
- How can opinion polls, surveys and research help provide practical insights into public attitudes?
- How can DevCom members make better use of web analytics to understand the state of public debate?

### GUIDANCE ON GOOD PRACTICE

DevCom is constantly updating its knowledge base on principles and good practices for effective public engagement. The publication **Engaging with the Public: 12 Lessons from DAC Peer Reviews** is a go-to reference for development communicators.

The **2016 DevCom Survey and Workshop on Digital Media** took stock of where development ministries and agencies stand in the digital age and proposed ways for them to improve the impact of their social media strategies.

DevCom also has two “virtual” platforms.

- A Facebook page to share lessons and showcase examples of good development communications.
- A LinkedIn group where users can ask questions, test ideas and find partners.



## Participate in DevCom

Members of the DevCom community share core values.

They agree that:

- international co-operation is necessary to address today's global challenges;
- development organisations have a mandate to engage with citizens; and
- peer learning is a very effective step towards better strategies and policies.

The easiest way to join the DevCom community is to participate in our events and workshops. You will join: senior communicators from a range of key stakeholders (ministries, development agencies, multilateral organisations), experts on public opinion and development policies, and representatives from civil society, business and philanthropic foundations.

DevCom's work is made possible through **financial support from members**. Focal points from funding members:

- meet at least once a year to decide on strategic priorities and themes for DevCom work;
- have regular opportunities to showcase their strategies and campaigns at DevCom events;
- can ask the DevCom Secretariat to organise customised events, webinars or presentations on specific themes; and
- are in touch with the DevCom Secretariat year-round, learning about latest initiatives and research.

Every two years, members choose **Co-Chairs** to guide DevCom activities.

## DevCom's Funding Members

**Austria**

**Canada**

**Denmark**

**Finland**

**France**

**Iceland**

**Ireland**

**Israel**

**Italy**

### **The Netherlands**

**Norway**

**Sweden**

**Switzerland**



## The OECD Development Centre

The OECD Development Centre was established in 1962 as an independent platform for knowledge sharing and policy dialogue between OECD member countries and developing economies, allowing these countries to interact on an equal footing. Today, 27 OECD countries and 25 non-OECD countries are members of the Centre. The Centre draws attention to emerging systemic issues likely to have an impact on global development and more specific development challenges faced by today's developing and emerging economies. It uses evidence-based analysis and strategic partnerships to help countries formulate innovative policy solutions to global development challenges.

### Find out more

[www.oecd.org/dev/devcom](http://www.oecd.org/dev/devcom)

[www.facebook.com/oecd.devcom](http://www.facebook.com/oecd.devcom)

Contact us  
[Dev.Com@oecd.org](mailto:Dev.Com@oecd.org)

