

DRAFT AGENDA

2016 Annual Meeting of the OECD Development Communication Network (DevCom)

9-10 November 2016

DAY 1: Roger Ockrent room, OECD Headquarters
DAY 2 (DevCom members only): Chalet des Iles, Bois de Boulogne

THEMES AND OBJECTIVES

At this year's Annual Meeting, DevCom members and partners will:

1. Discuss **the state of public debate on development** and international cooperation.
2. Explore different ways to **communicate, engage and partner with the private sector**.
3. Take stock of early efforts to **communicate about the SDGs**.
4. Decide on the **strategic priorities of DevCom** in 2017-2018.

Specific questions will include:

- How is the refugee crisis affecting the work of development communicators? How are they communicating about the links between aid and migration?
- What messages work when engaging with the private sector? How are different DevCom members communicating about the role of the private sector in development?
- Are members developing whole-of-government approaches to SDGs communications? How are they talking about the role of development cooperation?
- What communications challenges do members want DevCom to address in 2017-2018?

PARTICIPANTS

The DevCom Annual Meeting is primarily an opportunity for directors/heads of communication to share experiences with their peers.

- **Day 1** brings together **DevCom members and partners**, and participants will include senior policy and communications experts from government, civil society, the private sector, think tanks and foundations.
- **Day 2** is an occasion for **DevCom members only** to discuss the strategic direction and funding of the network in 2017-2018, when DevCom will celebrate its 30th anniversary.

MORE INFORMATION

Contact us:

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- www.oecd.org/dev/devcom
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DAY 1, WEDNESDAY 9 NOVEMBER

Roger Ockrent Room
OECD Chateau

9.00 - 9.30 *Registration and Welcome Coffee*

9.30 - 9.45 **WELCOME REMARKS**

Mario Pezzini, Director, OECD Development Centre

9.45 - 11.00 **I. THE CHANGING STATE OF PUBLIC DEBATE ON DEVELOPMENT**

Lead presenters:

David Hudson, Senior Lecturer in Political Economy, University College London (UCL)

Jennifer vanHeerde-Hudson, Senior Lecturer in Political Behaviour, UCL

Jörg Faust, Director, German Institute for Development Evaluation (DEval)

Moderator:

Eva Bratholm, Head of Communications, Norwegian Agency for Development Cooperation, and
Co-Chair, OECD DevCom

A number of events have shaken up the public debate on development in many OECD countries. These include the refugee crisis; terrorist attacks and security threats; and divisive referenda and electoral campaigns.

- How have these events affected public attitudes to development and aid?
- How are DevCom members communicating about changes in aid allocations to respond to the refugee crisis?

11.00 -11.15 *Coffee break*

11.15 - 12.45 **II. ENGAGING THE PRIVATE SECTOR IN DEVELOPMENT: NEW NARRATIVES**

Lead presenters:

Nathalie Jaubert, Deputy Head of Corporate Social Responsibility, BNP Paribas

Helene Toury, Marketing & Communications Director, Middle East Africa, Veolia

Raúl de Mora Jimenez, Communications Specialist, UN SDG Fund

Ursula Heinrich, Head of Unit, Development Information & Communication, Federal Ministry for Europe, Integration & Foreign Affairs, Austria

Moderator:

Bathylle Missika, Head of Partnerships & Networks, OECD Development Centre

The growing role of the private sector is a core feature of the 2030 Agenda, and some multinational enterprises have embraced the SDGs, both as core business and as corporate social responsibility.

- How is our understanding of the private sector's role in development evolving?
- How do development institutions communicate with businesses?
- How can we partner with and learn from the private sector to broaden the reach and improve the quality of SDG campaigns?

Small group exercise

DevCom members will share experiences engaging with the private sector. They will also tackle a challenge: to develop a campaign to mobilise businesses for the SDGs.

12.45- 14.15 *Lunch*

14.15- 14.45 III. HARNESSING THE POWER OF ENTERTAINMENT EDUCATION

Special keynote presentation:

Poonam Muttreja, Executive Director, Population Foundation of India

Chair:

Pierre Duquesne, Ambassador of France to the OECD and Chair of the OECD Development Centre Governing Board

The Population Foundation of India seeks to alter and transform deeply entrenched social behaviours and promote the empowerment, health and wellbeing of women. How has the Foundation's soap opera helped?

14.45- 15.45 IV. SHARING EARLY EXPERIENCES & LESSONS ON SDG COMMUNICATIONS

Lead presenters:

Caroline Petit, Deputy Director, UN Regional Information Centre, Brussels

Adi Mistry Frost, Head of Strategic Communications, Civicus

Perrine Bouhana, Associate Director, GlobeScan

Facilitators for the afternoon sessions:

Henri-Bernard Solignac Lecomte, Head of Strategic Communications, OECD Development Cluster

Felix Zimmermann, Coordinator, OECD DevCom

The SDG implementation phase has begun and countries are defining their policy priorities and strategies for the SDGs.

- How have UN institutions and DevCom members been approaching the need to engage citizens on the goals?
 - How are citizens engaging with the goals? What are the opinion polls telling us?
 - How is civil society helping to build a global movement for the SDGs?
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Small group discussion

Members will share early experiences and lessons on SDG communications and public engagement. How have they approached the SDGs in terms of campaigns and messages? Are whole-of-government approaches emerging?

15.45- 16.00 *Coffee Break*

16.00- 17.00 V. DEMONSTRATING PROGRESS: INNOVATIVE APPROACHES FOR THE SDGS

Lead presenters:

Guido Schmidt-Traub, Executive Director, UN Sustainable Development Solutions Network

Desmond Spruijt, Director, Mapping Worlds

Moderator:

Henri-Bernard Solignac Lecomte, Head of Strategic Communications, OECD Development cluster

The global SDG monitoring framework is taking shape and countries are considering how to best measure and demonstrate progress towards the goals. New technologies and innovative tools can help.

- Will the SDGs affect the way we benchmark global progress?
- What new tools are allowing us to make results more visual and interactive?

Small group discussion

How are members embracing new technologies? What are their main challenges? What room is there to collaborate in developing new visuals?

17.00 - 17.45 VI. TOWARDS A LEARNING HUB FOR SDG COMMUNICATORS

Lead presenters:

Milko van Gool, Acting Head of Communication & Transparency, DG International Cooperation and Development, European Commission

Felix Zimmermann, Coordinator, OECD DevCom

As part of its work in 2017-2018, the DevCom Secretariat is proposing to develop a resource/peer learning hub for SDG communications. This hub would be a place for members and partners to showcase their SDG campaigns, find inspiration for their work on the SDGs, share lessons and find opportunities for cost-sharing and collaboration.

This session is an opportunity to put forward ideas for DevCom members to consider when they discuss the 2017-2018 work programme on Day 2.

- What kinds of information, materials and resources would DevCom members and partners want to find in the SDG peer learning hub?
- Which initiatives should DevCom link with and feature in the learning hub?

17.45

DAY 1 WRAP UP

Bathylle Missika, Head of Partnerships & Networks, OECD Development Centre

DAY 2, THURSDAY 10 NOVEMBER (*members only*)
Chalet des Iles, Bois de Boulogne | 9.15 - 14.30

8.45-9.15 *Welcome Coffee*

9.15-9.25 **WELCOME REMARKS**

Douglas Frantz, OECD Deputy Secretary General

9.25- 10.45 **DEVELOPMENT COMMUNICATORS IN 2016: BOTH CRISIS MANAGERS AND DEVELOPMENT EDUCATORS?**

Moderator:

Linda Smiroldo Herda, Speechwriter, OECD Development Centre

Across development institutions, communications professionals are faced with both growing demands and budget pressures. They need to balance day-to-day priorities with longer-term strategic work. They need to acquire specialist skills and engage with a growing number of stakeholders. Meanwhile, their main audience – citizens – appear to be losing trust in public institutions. They have a challenging role to play in demonstrating that their institutions are delivering results for development and citizens alike.

This session features an explorative discussion on how the nature of members' work is evolving.

- What tools and skills can help members address their challenges?
- What experience, lessons and advice can members share?
- What value do they see in international collaboration and networking?

10.45-11.00 *Coffee Break*

11.00-12.15 **STRATEGIC DIRECTIONS AND SUPPORT FOR DEVCOM IN 2017-2018**

Introduction: **Bathylle Missika & Felix Zimmermann**

Lead speakers:

Hillevi Ekberg, Acting Director of Communications, Swedish International Development Agency

Patrick Reichenmiller, Deputy Head of Communication Management Unit, SDC, Switzerland

The Discussion Note on the 2017-2018 DevCom work programme proposes themes and deliverables for the biennium. It also outlines DevCom's financial situation, clarifying what resources are needed to keep DevCom operational.

- What themes and activities should DevCom prioritise?
- How should the network evolve to deliver maximum value?
- What financial support will DevCom members pledge for 2017-2018?

12.15-12.45 **APPOINTMENT OF DEVCOM CO-CHAIRS FOR 2017-2018**
NEXT STEPS & CONCLUSIONS

Chair: **Bathylle Missika**

13.00-14.30 *Lunch (at Chalet des Iles)*