



Final Agenda - DevCom Annual Meeting 2017

Listening, Learning & Linking Up: Communicating in the SDG era

OECD, 21-22 November 2017



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Day 1: Senior-Level Seminar

Venue: Room BB1, OECD Boulogne
46, quai Alfonso Le Gallo, 92100 Boulogne-Billancourt

Day 2: Members-Only Session

Venue: Room E, OECD Headquarters at La Muette
2, rue André Pascal, 75116 Paris

SENIOR-LEVEL SEMINAR

Tuesday, 21 November

8:45 *Registration and Welcome Coffee*

9:00 **WELCOME REMARKS**

Mario Pezzini

Director, OECD Development Centre

9:15 **I. TWO YEARS IN: WHERE DO WE STAND ON SDG ENGAGEMENT?**

Hannah Cole

Head of Communications Unit, DG DevCo, **European Commission**
Development co-operation & the SDGs in Europe: state of the debate

Alison Bellwood

Director, World's Largest Lesson, **Project Everyone**
Bringing the Global Goals into all classrooms

Susanna Zeko

Managing Director, **The New Division**
How businesses are adapting to and communicating about the SDGs

Moderator:

Bathylle Missika

Head of Partnerships & Networks, **OECD Development Centre**

Time flies! We are two years in to the Sustainable Development Goals.

Are citizens aware of and engaging with the SDGs? How are the Goals resonating in schools and businesses?

What lessons can we learn from two years of SDG engagement? Are the SDGs changing what we consider to be effective public engagement?

10.30 Networking break

11:00 II. BETTER LISTENING IN A POLARISED WORLD: WHAT ARE PEOPLE SAYING ABOUT SUSTAINABLE DEVELOPMENT?

Jacqueline Théoret

A/Executive Director, Strategic Communications, International Development, **Global Affairs Canada**
Insights from public consultations on development policy in Canada

Nick van Praag

Director, **Ground Truth Solutions**
Beyond anecdotes: bringing customer perspectives into development communications

Nicholas Piachaud

Policy and Advocacy Manager, **Varkey Foundation**
What does the future hold for Generation Z and global citizenship?

Moderator:

Richard Wike

Director of Global Attitudes Research, **Pew Research Center**

“Fake news”! The public debate appears to have become mistrustful and polarised. Yet, sustainable development requires hope for the future, civic participation and collaboration.

Do we really understand our audiences? What are they telling us about sustainable development and international cooperation? How can we become better listeners?

12:00 III. WORLD CAFÉ: BETTER LISTENING FOR MORE ENGAGED AUDIENCES

Facilitator:

Felix Zimmermann

Co-ordinator, **OECD DevCom**

A. The World of Glocalities

Martijn Lampert

Research Director, **Motivaction**

B. The Commonwealth Youth Programme

Jonathan Andrews

I Am Able Campaign Leader, **Commonwealth Youth Council**

Rohit Pothukuchi, Founder & Chief Executive, **Verdentum**

C. MYWorld 2030

Laura Hildebrandt

Policy Specialist, **UN SDG Action Campaign**

D. New Tools for Digital Democracy

Ben Fowkes

Commercial Director, **Delib**

Good listeners make great communicators! There are many ways to hear people’s views, online and offline. Yet, a new DevCom survey suggests that many institutions are not making the most of their opportunities to listen.

In this session organised in the *World Café* format, we will get to know diverse “listening initiatives”. Participants will identify good listening practices and discuss how these principles could be applied to their next communications activities and campaigns.

13:00 Lunch

14:00 IV. KEYNOTE: EMPOWERING JOURNALISTS FOR HEALTHIER MEDIA LANDSCAPES

Aaron Sherinian

Director of Communications, **Aga Khan Development Network**

Moderator:

Bathylle Missika

Head of Partnerships & Networks, **OECD Development Centre**

Media landscape around the world are vibrant. Many journalists (many of them from younger generations) are embracing the principles of spirited debate, intelligent inquiry and principled disagreement.

How is journalism evolving? What can we learn from innovation media landscape? How can we address misconceptions and stereotypes in the global debate about development?

14:45 V. CITIZENS & THE SDGs: DIGITAL INNOVATION IN LATIN AMERICA & THE CARIBBEAN

Maria del Mar Oña Hernandez

Director for Communications, **BBVA Microfinance Foundation**
Audiovisual communications & financial inclusion for the sustainable development of vulnerable entrepreneurs

Amalia Navarro

Director of Communications, **Ibero-American Secretariat**

Moderator:

Lorenzo Pavone

Deputy Head of Partnerships & Networks, **OECD Development Centre**

Across Latin America and the Caribbean, institutions are finding new digital ways to communicate with citizens, seek their views and encourage them to adapt SDG-friendly behaviours.

What are the main challenges for public & media relations in the region? How are citizens engaging with the SDGs, for example through civic innovation? How are governments and businesses engaging with “new” communities, such as young people and entrepreneurs?

15:45 Networking break

16:15 VI. SMALL GROUP DISCUSSIONS: PEER LEARNING FOR SDG COMMUNICATORS

Introduction: Experience from the #17Ziele campaign

Julia Lehmann

Head of Public Relations, Federal Ministry for Economic Co-operation and Development, **Germany**

Jenefaa Gillis-Harry

Deputy Director, Office of the Senior Special Assistant to the President on SDGs, **Nigeria**

Facilitator:

Laura Hildebrandt

Policy Specialist, **UN SDG Action Campaign**

Group A

Combining stories and data to communicate SDG results

Erja-Outi Heino, Director, Development Communications, Ministry for Foreign Affairs, **Finland**

Group C

Finding citizens where they're having fun: at cultural events

Chiara Popplewell, Director of Public Outreach, Dep't of Foreign Affairs and Trade, **Ireland**

Group B

Promoting global citizenship: the contribution of donor agencies

Soyeon Shin, Manager, Office of Public Relations & Communication, **Korea Int'l Cooperation Agency (KOICA)**

Group D

Working with the private sector to engage new audiences

Noemie Bauer, Global Corporate Social Responsibility Manager, **Pernod Ricard**

Many organisations have first experiences to share about SDG communications. DevCom and the UN SDG Action Campaign want to hear about them!

In this session, small groups will explore four different approaches to SDG engagement. They will identify lessons, success factors and challenges.

They will also discuss how *The SDG Communicator* (our new online platform) can be as useful as possible to their work. You can visit the *beta* version at: sdg-communicator.org!

17:30 VII. WRAP UP

Final thoughts from DevCom Co-Chairs:

Jacqueline Théoret

A/Executive Director, Strategic Communications, International Development, **Global Affairs Canada**

Anja Prodöhl

Programme Manager, Communications, **Swiss Development Cooperation**

Wrap up by:

Bathylle Missika

Head of Partnerships & Networks, **OECD Development Centre**

17:45 Cocktail

MEMBERS-ONLY SESSION

Wednesday, 22 November

Please note change of venue for Day 2.

This session will be held in **Room E of the OECD Chateau**, located at the **OECD Headquarters at la Muette**, 2, rue André Pascal, 75116 Paris.

9:30 Co-Chairs' Welcome

9:45 I. DEVELOPMENT COMMUNICATIONS IN 2017: ACHIEVEMENTS & CHALLENGES

In a *Tour de Table*, DevCom members will share highlights of their year. What have been our main achievements and challenges? What are the big questions on our mind as we head into 2018?

Moderator:

Caroline Petit

Deputy Director, **UN Regional Information Centre**, Brussels

10:30 II. THEMATIC FOCUS SESSION

In this session, we will address two specific challenges on the minds of many DevCom members. In each case, we will identify major questions and principles that can help members move forward. We can also identify opportunities for members to continue sharing lessons on the issue between DevCom events.

a. Communicating about corruption

Corruption continues to play a major role in public debates about development co-operation. How do you communicate about corruption without undermining public trust?

Lead Speaker:

Malene Bøgesvang

Deputy Head of Department, Public Diplomacy, Communication and Press, Ministry of Foreign Affairs, **Denmark**

b. Segmenting audiences and using big data

Political parties and businesses have begun segmenting and "micro-targeting" audiences with great success. In our 2017 DevCom survey on public attitudes research, only three DevCom members said that they have used big data to inform their decisions. What are the opportunities, challenges and risks?

Lead Speaker:

Marte Lid

Senior Adviser and Campaigns Manager, Department of Communications, **Norwegian Agency for Development Cooperation**

Moderator:

Anja Prodöhl

Programme Manager, Communications, **Swiss Development Cooperation**

11:15 III. IMPLEMENTING THE 2017-2018 DEVCOM WORK PROGRAMME

Following a brief introduction by the DevCom Secretariat, members will discuss DevCom highlights in 2017 and priorities for 2018. This mid-way point in the 2017-2018 biennium will also be an opportunity to take stock of the network membership and budget.

Lead Speaker:

Felix Zimmermann

Co-ordinator, **OECD DevCom**

Moderator:

Jacqueline Théoret

A/Executive Director, Strategic Communications, International Development, **Global Affairs Canada**

11:50 IV. ANY OTHER BUSINESS

12:00 Meeting closes