



# AGENDA

## DevCom Annual Meeting

### *Seizing the Media Moment*

OECD Headquarters, 20-21 November 2019  
2, rue André Pascal, 75116 Paris

### MULTISTAKEHOLDER SESSIONS

Wednesday, 20 November  
Venue: Roger Ockrent Room

**8:45** *Registration and Welcome Coffee*

**09:15** **WELCOME**

[Jeffrey Schlagenhauf](#), Deputy Secretary-General, OECD

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**09:20** **INTRODUCTORY PRESENTATION: A FUTURE IN BALANCE**

[Mario Pezzini](#), Director, OECD Development Centre

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**09:30** **SESSION I: UNDERSTANDING THE NEW CIVIC ACTIVISTS**

Climate protests, *#metoo*, yellow vests. Citizens want change from governments and businesses. Online and on the streets, they have found new ways to organise. They are voting and consuming differently.

- ✓ Who are the civic activists putting “our” issues on the front pages?
- ✓ How can we link with them to engage even more citizens for sustainable development?

Moderator: [Bathylle Missika](#), Head of Networks, Partnerships & Gender, OECD Development Centre

[Caroline Prak](#), Head of Communications & Institutional Relations, Oxfam France

[Leslie Richer](#), Director of Information & Communication, African Union

[Nanette Braun](#), Chief, Communications Campaigns Service, Strategic Communications Division, UN Department of Global Communications & DevCom Co-Chair

[Remy Smida](#), Analytics Expert & Founder, Research for Purpose

Commentators:

[Alessandro Bellantoni](#), Head, Open Government Unit, OECD

[Ayman Cherkaoui](#), Coordinator, Mohammed VI Foundation for Environmental Protection

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**10:45** *Networking Break*

**11:15** **SESSION II: NAVIGATING THE NEW MEDIA LANDSCAPE**

Our traditional media partners are under financial and political pressure. Many citizens have turned elsewhere for their information and, amid all the “fake news”, facts about sustainable development are hard to get across.

- ✓ Where do people go for trusted news? How do citizens engage with science and facts?
- ✓ How can we partner with and support journalists in telling the sustainable development story?

Moderator: [Amalia Navarro](#), Director of Communications, Ibero-American Secretariat, and DevCom Co-Chair

[Andrew Rzepa](#), Partner, Gallup

[Kate Davies](#), Senior Program Officer, Measurement & Insight, Bill & Melinda Gates Foundation

[Philip Kyle](#), Head of Media Relations, Euronews

[Christophe Ginisty](#), Head of Digital Engagement & Dissemination, OECD Public Affairs

Commentator:

[Alexandre Cabaret](#), Director of Partnerships, Devex

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**12:30** *Lunch*

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## 14:00 AFTERNOON WORKSHOPS

### CO-CREATING A TOOLKIT FOR SUSTAINABLE DEVELOPMENT COMMUNICATORS

#### INTRODUCTION: LESSONS FROM A RECENT COMMS STRATEGY REFORM

**Mathilde Schneider**, Director of Communications, French Development Agency (AFD) & DevCom Co-Chair

#### 14:15 RAPID-FIRE PANEL: NEW COMMS PRINCIPLES FOR 2020-2030

Moderator: **Henri-Bernard Solignac Lecomte**, Senior Communications Manager, Development, OECD

**Jeff Loucks**, Executive Director, Deloitte Center for Technology, Media, and Telecommunications

**Mark Jones**, Head of Digital Content, World Economic Forum

**Sabrina Heinekey**, Director of International Business & Special Projects, M&C Saatchi

**Martijn van Klaveren**, Director of Communications, Novamedia/Postcode Lotteries

DevCom members and partners face major communications challenges:

- Making the case for international co-operation in a polarised political landscape.
- Adapting to ever-changing media habits and technologies.
- Positioning our organisations in a crowded field of players.

To address these challenges, we need to learn from one another. In 2020, DevCom will launch a new Toolkit with advice and ideas from across the DevCom community.

In these afternoon workshops, we will help co-create the DevCom Toolkit, sharing lessons and experiences in four key areas: setting goals; defining audiences; framing messages and choosing formats.

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## SMALL GROUP EXERCISES

Discussion Leaders:

**Hannah Cole**, Head of Communications, DG DevCo, European Commission

**Charmaine Crockett**, Director, Stakeholder Engagement, Canadian Partnership for Women & Children's Health

**Rose Keffas**, Special Assistant, Office of the Senior Special Advisor on SDGs to the President of Nigeria

**Séadhna MacHugh**, Director of Public Outreach, Ireland- Dep't of Foreign Affairs and Trade

**Katja Vaerst**, Deputy Head of Public Relations, German Federal Min. for Economic Co-operation & Development

15:00

#### A. SETTING GOALS

Communicators have many potential goals: raising awareness; building trust; promoting action....

- ✓ What can we realistically aim to achieve with our strategies & campaigns?
- ✓ How should we measure our impact?
- ✓ How can we demonstrate the value of communications to decision makers?

#### B. DEFINING AUDIENCES

Our audiences have countless identities: sustainable shoppers; festival-goers; Instagram followers....

- ✓ Along what lines should we define & segment our audiences?
- ✓ What sources of data can help us define (& find) our audiences?
- ✓ What do our target audiences need from us?

16:00 *Coffee Break*

16:15

#### C. FRAMING MESSAGES

New principles can guide how we frame our messages and whom we choose as messengers.

- ✓ What are the do's & don'ts in framing messages?
- ✓ Who makes a successful SDG influencer?

#### D. CHOOSING FORMATS

Online and off, we need innovative ways to package & visualise our messages: videos; games; dataviz....

- ✓ Which digital formats can help achieve our goals?
- ✓ How to you combine data with good stories?
- ✓ What are the coolest offline materials of 2019?

17:00 FEEDBACK & NEXT STEPS FOR THE DEVCOM TOOLKIT

17:30 DAY 1 WRAP UP

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17:45 RECEPTION



## MEMBERS SESSIONS

Thursday, 21 November

Venue: Rooms CC4 and CC20, OECD Conference Centre

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### JOINT SESSION OF DEVCOM & EVALNET (Room CC4)

#### ENGAGING WITH PARLIAMENTARIANS ON DEVELOPMENT

- 09:00** Members of both networks will discuss their shared challenge of engaging with parliaments for accountability.
- ✓ When we evaluate and communicate, how do we frame the goals of development work?
  - ✓ How do we communicate about outcomes, including negative results?
  - ✓ What formats do we use to report to parliament?

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#### 10:30 *Coffee break (& move to CC20)*

#### 11:00 **UPDATE: IMPLEMENTING THE 2019-2020 DEVCOM WORK PROGRAMME & BUDGET**

The Secretariat will share an update on activities completed in 2019 and planned for 2020.

**Felix Zimmermann**, Coordinator, OECD DevCom

#### 11:15 **PEER LEARNING SESSIONS**

In these session, members will share updates on current initiatives, challenges and plans for 2020. They will also discuss how DevCom can support such collaborations and exchanges in between meetings.

Potential topics:

- Responding to institutional change and new leadership
- Making better use of public attitudes insights and social media analytics
- Communicating about migration, development and aid

**Dorte Neimann**, Chief Advisor, Public Diplomacy, Communication & Press, Foreign Affairs, Denmark

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#### 12:30 *Lunch*

#### 13:30 **DEVELOPMENT NARRATIVES 2030: GETTING OUR STORIES STRAIGHT FOR THE SDG ERA**

International development cooperation is in a state of transition, and DevCom members need new narratives about development work. At the DevCom Meet-Up at the European Development Days, members identified [four narrative options](#), i.e. four ways to talk about development today.

Meanwhile, a number of OECD initiatives are shedding light on how development co-operation can adapt to the SDG era. This includes a new workstream on [Development in Transition](#) and the next edition of the Development Cooperation Report.

**Federico Bonaglia**, Deputy Director, OECD Development Centre

**Rahul Malhotra**, Head of Division, OECD Development Co-operation Directorate

**Hannah Cole**, Head of Communications, DG DevCo, European Commission

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#### 14:45 **FINAL REMARKS FROM DEVCOM CO-CHAIRS**

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#### 15:00 *Meeting closes*