



## ***Haifa Workshop "Maximizing Outcomes with Minimum Resources for Development Communication"***

***31 May -1 June 2010, Haifa, Israel***

**Jointly organized by MASHAV, Israel's Agency for International development Cooperation, Ministry of Foreign Affairs Israel, and DevCom, OECD Development Centre**

The workshop is organized jointly by MASHAV, Israel's Agency for International development Cooperation, Ministry of Foreign Affairs Israel, and DevCom, the Informal Network of DAC Development Communicators, whose secretariat is hosted by the OECD Development Centre.

### **Background**

The workshop is designed specifically for donors with limited financial and human resources for their development communication activities, for new and emerging donors, as well as for all ministries or agencies experiencing budget constraints in the current economic environment.

Many communicators and development experts must cope with managing their communication plans and strategies with small budgets or decreased capital. The challenge is to provide coherence, visibility and clear results for ODA delivery. Being strategic and efficient is essential to showing results from development communication and convincing key decision makers of the importance of communication efforts. It's all about making every euro, pound or dollar of communication expenses deliver the maximum outcome.

Some questions the seminar will aim to answer are:

- Why do you need and how do you design a development communication strategy?
- How do you make development a priority in public opinion in times when countries are dealing with their domestic problems and development assistance is considered as luxury? How can you deal strategically with a sceptical audience?
- How can you define your audience in order to prioritize expenses? How do you know what your audience thinks and expects? How do you include the voice of the partner country in your communications?
- What are successful tools for development communication? Which tool or channel fits which target audience group? What initiatives do you focus on when resources are limited (festivals, exhibitions, debates, forums, fair trade initiatives, etc.)? Opinion leaders, good-will ambassadors, development advocates - how to choose the best messengers?
- How to create a distinction in public perception between 'live-saving assistance' and development aid? How to enhance the understanding of long-term development?
- Building partnerships for raising awareness about development cooperation: how can dialogue and engaging with non-state actors (NGOs, Civil Society Organisations, media, etc.) strengthen development education?



To address these questions, the Haifa workshop gathers communication experts that will discuss strategies and tools to achieve better outcomes of their communication actions. Participants are encouraged to bring examples of good practice and share their perspectives on development communication with limited resources.

#### Audience

- Communicators from bilateral ministries and agencies;
- Communicators from multilateral institutions;
- Development experts interested in the topic of making the most of communication actions when resources are restricted.

#### Format & logistics

- Duration and date: 2 full days; 31 May - 1 June 2010;
- Location: The Golda Meir Mount Carmel International Training Centre - MCTC, Haifa;
- Participants: about 30-40;
- In the spirit of an informal workshop (specificity of all DevCom events), participants will be invited to express themselves in their personal – not representative – capacities;
- “Workshop” style: sessions with active facilitators, in which participants present practical experiences; the emphasis will be put as usual on sharing best practices; breakout sessions are planned;
- Ample time will be left for open discussions.

#### Contact

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