

CONCEPT & AGENDA

(Re-)Branding International Development Cooperation

DEVCOM ZOOMS IN #4

in collaboration with Global Affairs Canada and the European Commission

8 September 2020

15:00 – 16:30 (Paris time)

AIMS OF THE MEETING

Development organisations are rethinking their purpose. In the wake of COVID-19, they need to figure out what policies can help the world “[build back better](#)”. And with just [10 years to achieve the SDGs](#), they need to decide on priorities urgently.

These decisions can be difficult to make in a highly polarized political environment. Some decision-makers want development work to focus on big global challenges like climate change or inequality; others want it to serve shorter-term political or economic interests in wealthy economies.

Meanwhile, the existential crisis in development is not just about policy objectives, but also about values. In response to growing public pressure and civic movements, development organisations need to address longstanding problems of [racism](#) or [sexism](#) in their industry.

For [DevCom](#) members and partners, these reflections raise big communication challenges. How can we show people we are valuable and doing important work? How can we position our institutions in a crowded field? [Do we need a re-brand](#) for international development co-operation?

At this [DevCom Zooms In](#) event, participants will explore ways to brand development co-operation for a new era. Building on DevCom’s ongoing [work on development narratives](#), they will focus on three very practical aspects of development branding:

- ✓ What **tone of voice** best conveys development work today?
- ✓ What is our **look and feel**? What kinds of picture best reflect our work?
- ✓ Who are our **best messengers and brand ambassadors**?

We will also examine what it takes to engage a specific audience: the “malleable middle”, i.e. citizens that are now marginally engaged with development, but could be mobilized as supporters.

The event will provide DevCom members with an opportunity to share their latest experiences and insights on branding. We will hear from experts on campaigning, narratives and public attitudes, who will share advice on the impact of different frames and messengers on diverse audiences.

For further background, and for examples on how DevCom members brand, please read the DevCom [Discussion Note](#) on ***Re-Branding International Development Co-operation*** (June 2020).

AGENDA

15:00 WELCOME

- **Latifa Belmahdi**, Executive Director, Strategic Communications, Global Affairs Canada
- **Hannah Cole**, Head of Communications Unit, Directorate-General for International Cooperation and Development, European Commission

15:10 OPENING PANEL

STRIKING A NEW TONE FOR DEVELOPMENT WORK

- **Moky Makura**, Executive Director, Africa No Filter
- **Tobias Denskus**, Senior Lecturer, Communication for Development, Malmö University
- **Thomas Coombes**, Founder, Hope-Based Communications
- Moderator: **Felix Zimmermann**, Co-ordinator, OECD DevCom

15:50 GROUP WORK

SHAPING DEVELOPMENT BRANDS FOR THE FUTURE

Discussion Leaders:

- **Simone Dietrich**, Associate Professor, Department of Political Science and International Relations, University of Geneva
- **Richard Addy**, Director and Co-Founder, AKAS
- **Molly Anders**, Research Insights & Engagement Lead, Development Engagement Lab
- **Tom Curran**, Senior Research Executive, M&C Saatchi
- **Basak Pamir**, Senior Communications Officer, OPEC Fund for International Development
- **Ojoma Ochai**, Regional Arts Director, Sub Saharan Africa, British Council

16:15 GROUP FEEDBACK & WRAP UP

WHAT MIGHT DEVELOPMENT LOOK & SOUND LIKE IN 2030?

- **Bathylle Missika**, Head of Networks and Partnerships, OECD Development Centre

16:30 MEETING CLOSES