DEVCOM FRAMEWORK
Understanding Public Attitudes to Sustainable Development
November 2017

Awareness

What do citizens *know* about…

The situation in developing countries?

e.g. Levels of poverty; Improvements in global health; Sources of conflict; Governance problems

Their country's support for development?

e.g. Aid budgets; development cooperation institutions; specific programmes or projects; the development impact of other governmental policies; the contribution of non-state actors

Multilateral agendas and institutions?

e.g. the 2030 Agenda/SDGs; specific SDGs; global institutions; MDG results; other global frameworks (e.g. G20)

Their potential for engagement?

e.g. the benefits of sustainable consumption/fair trade; the impact of charity donations; local community initiatives; opportunities for volunteering

Attitudes

What do citizens *think* about…

The situation in developing countries?

e.g. The drivers of poverty; obstacles to development; government priority sectors or policies; the role of corruption; how development affects their own lives

Their country's support for development?

e.g. Size of the aid budget; reasons to engage in development cooperation; the effectiveness of development cooperation; quality & trustworthiness of institution(s); specific programmes; the importance of other policies; the importance of non-state actors

Multilateral agendas and institutions?

e.g. The importance of the 2030 Agenda/SDGs; feasibility of the 2030 Agenda; role/effectiveness of global institutions; responsibility for sustainable development

The impact of their own behaviours and practices?

e.g. Whether they can make a difference; reasons for or against engagement; how they can engage; obstacles to engagement; who should promote citizen engagement

Action

Do citizens *engage* through…

Their personal actions?

e.g. Volunteering at home or abroad; donating to charity; sponsoring a child; buying "fair trade" products; boycotting "controversial products"; consciously consuming or polluting less

Taking on leadership roles?

e.g. Organising community activities; organising company activities; motivating others to change their behaviours

Learning and advocating?

e.g. Engaging in social media debate; participating in community activities, petitions or demonstrations; formally commenting on development policy and budget proposals; learning about sustainable development through formal education; actively seeking out information about sustainable development

Background information

How do attitudes vary among citizens with different…

Socio-demographic characteristics, e.g. age, gender, level of education, socio-economic status, location, ethnic background, religion

Individual orientations, e.g. political affiliation, source of news, social media engagement, life satisfaction, trust in institutions, global citizenship

Motivators, e.g. informational needs

Background: DevCom work on *Listening Architectures*

This Framework is part of a new OECD DevCom work stream on *Listening Architectures*.

The term "listening architecture" describes the diverse tools and methods that public institutions use to better understand the knowledge, opinions and motivations of their many audiences. The assumption is that, by collecting and analysing feedback and data from citizens, public institutions can improve not only their policies and practices, but also their strategies for public engagement.

Launched in 2017, this work stream aims to help public institutions improve their listening skills.

- ✓ Our **Framework** sets out what communicators might want to know about public awareness, attitudes, actions and motivations for sustainable development.
- ✓ Our **DevCom Survey** shows how members and partners approach public attitudes research.
- ✓ Our **Overview of International Surveys** shows readers where they can find relevant data about public awareness and attitudes in different countries.
- ✓ Our **Video** proposes five ways for development communicators to become better listeners.