

TAKE-AWAYS

Communicators' Meet-Up at the 2019 European Development Days Brussels, Wednesday, 19 June 2019

This EDDs meet-up was organised jointly by the Agence française de développement (AFD) and DevCom Secretariat. Fifteen expert communicators from across Europe:

1. Took stock of **OPPORTUNITIES** and **CHALLENGES** in communicating development.
2. Shared ideas for **DREAM CAMPAIGNS** for sustainable development.
3. Discussed **UPCOMING DEVCOM ACTIVITIES**, notably the Annual Meeting on 20-21 November.

I. DEVELOPMENT COMMUNICATIONS IN 2019: WHAT'S NEW?

Participants discussed the new context for communicating about development, identifying our greatest opportunities and challenges:



II. DREAM CAMPAIGNS: NARRATIVES & GOOD PRACTICES

Participants imagined their **DREAM CAMPAIGNS**. What do we need to say about development today, and how can we ensure that our campaigns are successful?

Four NARRATIVE OPTIONS: What to say about development today

Participants came up with powerful messages and campaign slogans. Their ideas can be grouped into four different narrative options for development organisations:

1. **Community-based narratives** focus on global togetherness, appealing to a community with shared goals and values. They highlight interdependence and promote partnership, going beyond aid and charity.
2. **Results-based narratives** use stories and/or data to show that development funds are invested wisely, and that international cooperation makes a real difference. The aim is to build trust among citizens, or generate a sense of ownership and pride in the results achieved.
3. **Issues-based narratives** explain what development is, why it is important to everyone and how issues are connected. They discuss agendas (e.g. Sustainable Development Goals), specific challenges (e.g. climate change, gender equality, taxation), and the efforts underway to help make a difference.
4. **Action-based narratives** encourage individuals to join the global effort personally. They can be inspirational, showing champions leading the way. They can be emotional, showing how important sustainable development is for people's families. They can also be instructive, providing specific guidance for audiences to follow.



Seven IDEAS: How to make our campaigns more successful

Participants shared ideas and lessons from recent work. Here are seven ideas to consider for a future campaign:

1. Strike a more **emotional** and **aspirational tone**. We need to inspire people, offer them hope, make them proud. If we want a cultural shift, then let's **reach out to the artistic community**.
2. Try **going analog**. Sure, everyone's online. But everyone's offline too. And people like engaging with issues in physical spaces (e.g. at [festivals](#), [hiking up mountains](#), in [cinemas](#) or public transport).
3. Partner with and empower **young women and men**. Their movements are leading the way.
4. Reaching young people online means **less twitter/facebook** and **more Youtube/TikTok**.
5. Find **warm and credible messengers**. So think twice before putting politicians, celebrities or technocrats in front of the camera.
6. **Go local: cities and regional media** connect with citizens in their day-to-day lives. So national campaigns need to be adaptable to different contexts.
7. **Don't ignore the sceptics**: there is myth-busting to be done, and we're all in this together. Public attitudes research allows us to find better entry points with sceptics than ever before.

III. NEXT STEPS FOR DEVCOM

Throughout 2019-2020, DevCom is working on a new **Toolkit for SDG Communicators**, identifying good practices in a set of ten “learning areas”. Insights from this Meet-Up will be taken up in the Toolkit.

The **2019 DevCom Annual Meeting** will be held at OECD Headquarters in Paris on 20-21 November. About 80 communications experts from around the world will share lessons on engaging citizens on climate change and gender equality, on communicating with parliament and the media, and on partnering with the private sector and civil society movements.



EDD MEET-UP: FINAL LIST OF PARTICIPANTS

- Anastasia Apukhtina**, Advocacy and Outreach Officer, **Agence Française de Développement**
Hannah Cole, Director, Communications Unit, DevCo, **European Commission**
Kate Davies, Senior Programme Officer, **Bill and Melinda Gates Foundation**
Richard Hands, Team Leader, DG DevCo, **European Commission**
Lena Kampe, Senior Communications Specialist, **German Corporation for International Cooperation (GIZ)**
Paula Kenny, Deputy Director, Civil Society and Dev. Education Unit, Dept. of Foreign Affairs and Trade, **Ireland**
Lucy Milmo, Head of Corporate Communications, DfID, **United Kingdom**
Amalia Navarro, Director of Communications, **Ibero-American General Secretariat**
Caroline Petit, Deputy Director, **UN Regional Information Centre (UNRIC)**
Marina Ponti, Head of Global Campaign Center, **UN SDG Action Campaign**
Merle Pormeister, Second Secretary, Ministry of Foreign Affairs, **Estonia**
Alejandro Remesal Royo, Head of Communications, **Spanish Agency for International Co-operation**
Katja Vaerst, Head of Public Relations, Ministry for Economic Co-operation and Development (BMZ), **Germany**
Laure Weisgerber, Deputy Director of Communications, **Agence Française de Développement**
Felix Zimmermann, Coordinator, **OECD Development Communication Network**