



**Annual Meeting 2009 of the  
Informal Network of DAC Development Communicators  
*Communicating Development in an Economic Downturn*  
9-10 November 2009 – Dublin, Ireland**

**Sunday Nov 8**

- 5:30 p.m.      **Registration**
- 7:30            **Dinner at The Morrison Hotel**  
Guest Speaker: **Bob Collins**, Chairman, Broadcasting Authority of Ireland

**Monday Nov 9**

- 8:30            **Shuttle bus leaving from The Morrison Hotel to the venue, Farmleigh House**
- 9:00 – 9:30    **Arrival & Refreshments**
- 9:30 – 9:45    **Welcome**  
-- **Michael Gaffey**, Deputy Director General, IrishAid  
-- **Régis Avanthay**, Head of Partnerships/Networks Unit,  
OECD Development Centre

**I. Key Note Speeches: Communicating Development Messages**

*This session highlights key development issues and debates that communication specialists need to engage with and take into account in their work. The latest annual report of the Africa Progress Panel, deals with a number of pertinent issues and calls for strong action on the part of African governments and development partners. The two speakers address the report's findings and recommendations and also share their ideas on the needs and challenges of communicating development issues to stakeholders in OECD and African countries.*

Chair: **Michael Gaffey**, Deputy Director General, IrishAid

- 9:45 – 10:05 -- **Simon Maxwell**, Senior Research Associate of the Overseas Development Institute (ODI), London
- 10:05 – 10:25 -- **Dr. Dambisa Moyo**, Economist and author of "Dead Aid: Why Aid is Not Working and How There is a Better Way For Africa"
- 10:25 – 10:50 **Q and A**
- 10:50 – 11:15 **Coffee break**



11:15 – 12:15

## II. Panel Discussion:

### “Implications of the Economic Crisis for Development Communication”

*This panel discussion explores implications for communication specialists arising from the economic crisis: What kind of messages do we need to communicate to our publics? What are the trends in public opinion? How can we effectively make the case internally for maintaining spending on development – given broader budget pressures? What are implications for communications of the focus on managing for development results?*

Moderator: **Eva Bratholm**, Director for Information and Public Affairs at Norad, Norway

-- **Antoinette Batumubwira**, Head of Communications, African Development Bank, Tunis

-- **Brenda Killen**, Head of Aid Effectiveness, OECD

-- **Paul Mylrea**, Director of Communications, DFID, UK

-- **Zaam Ssali N. K.**, Core Management Team Leader for Communication and Membership, African Community of Practice on MfDR (AfCoP-MfDR)

-- **Jamie Drummond**, Co-founder and Executive Director, ONE Campaign

12.15 – 12.45

Q and A

12:45 – 13:45

Lunch

13:45 – 3:00

## III. Plenary: Public attitudes to Development

*This plenary focuses on recent examples of research which gauge public opinion towards development. It also aims to address the question of how communicators can monitor the impact of their activities and how they can use market research data to shape their future communications messages.*

Moderator: **Austin Gormley**, Head of Public Information and Development Education Unit, IrishAid

-- Eurobarometer Poll Results 2009, **Ian Barber**, Head of Information and Communication Unit, DG Development, European Commission

-- Consumer Segmentation in Times of Global Recession, **Fiona McLean**, Director of Communications, AusAID, Australia

-- In Search of Effective Development Communication and Awareness Raising: The Belgian Research Platform on Public Support for Development Aid, **Reinout Van Vaerenbergh**, Public Awareness Raising Programmes, MFA Belgium & **Ignace Pollet**, Belgian Research Platform on Public Support for Development Aid

-- How Can We Justify ODA in an Economic Downturn? Views of the Public in France, **Guillaume de Saint Phalle**, Manager, Communication Unit, Agence Française de Développement/ AFD, France

Q and A

3:00 – 3:15

Coffee break



3:15 – 5:15

#### **IV. Parallel Sessions:**

##### **Sharing Good Practice in Development Communication**

*In the following three sessions participants will share good practice and lesson learning around one of the thematic areas which have been identified on the basis of feedback and interest by members. These sessions should also provide an opportunity to discuss presentations heard earlier in the day. Brief presentations by a small number of presenters will be followed by discussion in each of the sessions. All sessions will touch on the use of new technologies as a cross cutting theme. DevCom members will be encouraged to bring and share examples of similar initiatives that they have been involved with.*

##### **1. New Technologies and Social Media in Development Communication**

*Increasingly members of the public are using new technologies to access information about development. New media and social collaboration tools change the way people look at information. This session will provide practical examples of how DevCom members can and have availed of these new technologies to communicate development messages.*

Moderator: **Máire Matthews**, Development Specialist, Development Education and Public Information Unit, IrishAid

-- Social media in campaigning – **Gail Power**, Director of Online Sales Operations, Facebook, Ireland

-- Harnessing Technology to Connect the World and Mobilize Millions, **Patrizia Labella**, Policy Adviser, UN Millennium Campaign

-- Social Media – Fashionable or Fruitful? Bringing a Heavy Global Message to a Light Audience, **Turid K. Lilleng**, Information Adviser, MFA Norway

##### **2. Engaging the Public**

*Development communicators need to adopt a variety of approaches in order to raise awareness of development issues and in doing so increase their organizations profile. Speakers will share examples of different ways in which they have engaged their publics and the lessons learned.*

Moderator: **Sheila Karwal**, Head of Information, MFA Netherlands

-- Danida's climate-campaign, **Charlotte Henriksen**, Head of the Development Information and Communication Unit, DANIDA, Denmark

--Development Cooperation on the Road – an Austrian Exhibition, **Heidi Liedler-Frank**, Head of Information, Austrian Development Agency/ADA, Austria

-- Celebrating Africa Day in Ireland, **Daniel Rowan**, Field Information Officer, IrishAid

-- “Roma Realities” – a travelling photo exhibition, **Thomas Jenatsch**, Spokesman, DEZA, Switzerland



### **3. Adapting Our Communication Strategies and Ways of Working**

*OECD DAC peer reviews point to the need to increase public awareness of development cooperation. The current economic climate increases the imperative to do so. This session will focus on how bilateral agencies are facing up to challenges – in their external and internal communication strategies.*

Moderator: **Sausan Ghosheh**, Chief of External Communications, UNDP

-- Rebranding in Times of Economic Down Turn – DIFD's New Communication Strategy, **Paul Mylrea**, Director of Communications, DIFD, UK

-- A Transition from Poverty Elimination to Sustainable Economic Growth, **Catrina Williams**, Communication Manager, NZAID, New Zealand

-- Communicating Development Cooperation to an Emerging Donor's Public: the case of the Czech Republic, **Milan Konrad**, Awareness-raising, NGOs and Evaluation Officer, MFA Czech Republic

- 5:15            **Shuttle bus leaving from Farmleigh to The Morrisson Hotel**
- 6:15            **Shuttle bus leaving from The Morrisson Hotel to the Irish Aid Centre**
- 6:30 – 7:30    **Reception at Irish Aid Centre in O'Connell Street**
- 7:30            **Shuttle bus leaving from from the Irish Aid Centre to "The Merry Ploughboy"**
- 8:15 – 10:00   **Dinner at "The Merry Ploughboy"**

## **Tuesday Nov 10**

- 8:45 – 9:30    **Report Back From Parallel Sessions**  
Moderator: **Thomas Jenatsch**, Spokesman, DEZA, Switzerland
- 9:30 – 12:15   **V. Plenary: Communicating For and About Development Results**  
*This session gives participants an overview on the implications of the Paris Declaration and the Accra Agenda for Action for communications and informs them on the preparations for the coming and last High Level Forum (HLF-4) which will take place in Seoul, South Korea in 2011. It offers also an opportunity for communicators to help shape the HLF-4 with their input and ideas on format and side events, to make it more interesting and useful to them from a communication perspective.*  
Moderator: **Régis Avanthay**, Head of Partnerships/Networks Unit, OECD Development Centre



- 9:30 – 10:15 **Presentations**
- Challenges in Communicating Aid Effectiveness From a Partner Country Perspective, **Zaam Ssali N. K.**, Core Management Team Leader for Communication and Membership, African Community of Practice on MfDR (AfCoP-MfDR)
  - What Do We Want to Communicate in Seoul 2011?, **Dr Mehtab Currey**, International Development Adviser, Aid Effectiveness, European Commission
- Q and A**
- 10:15 – 10:30 **Coffee break**
- 10:30 – 11:30 **Communicating For Development Results: Integrating Communication into the Programme Cycle**
- The purpose of this session is to define how communication for results can be integrated into development programmes at key stages, including agenda-setting, planning, implementation and monitoring and evaluation. By the end of the workshop the expectation is to have a good sense on how communication can be integrated, what communication inputs will be needed at what stages, and how communication will help enable a stronger results orientation.*
- Peter da Costa**, Communication and Development Consultant, D.R. Congo  
**Kevin Colgan**, Policy, Planning and Aid Effectiveness Unit, IrishAid
- 11:30 – 12:15 **Communicating About Development Results: A Template for Gathering Stories on Development Effectiveness – What do we have to say?**
- Previous experience – in particular in the lead up to the HLF3 – has shown how difficult it is to communicate what we do in a way that will raise interest in and support for development. This has been the subject of much discussion at DevCom meetings (Berlin, Washington/DC, Warsaw, among others). This session aims to develop a useful tool for story telling that will offer a systematic approach for developing coherent stories in clear language. This should be useful to everyone in communicating about development effectiveness before, during and after the HLF4.*
- Luc Dockendorf**, DAC Delegate/Desk officer for development education and awareness raising, MFA Luxemburg  
**Fabrice Boulé**, Journalist and Trainer, Media 21, Switzerland
- 12:15 – 12:45 **Brainstorming**
- Collecting ideas for HLF-4 and communicating results – presentation of outcomes
- 12.45 – 13:00 **Speech by Peter Power**, Minister of State for Overseas Development, Irish Department of Foreign Affairs



**Irish Aid**  
Government of Ireland  
Rialtas na hÉireann

13:00 – 2:00 **Lunch**

2:00 – 3:00 **VI. Plenary: Status of DevCom – What Have We Accomplished? Where Are We Headed?**

-- Presentation on the forthcoming AFD/DevCom Workshop “Transparent, Reliable, Understable and Interactive: Challenges in Donors’ Domestic Accountability” (15-16 December 2009, Paris), **Jean-Marc Pradelle**, Parliament Liaison Officer, Agence Française de Développement/AFD, France;

-- Implementing the DevCom Work Programme 2009-10, **Steffen Beitz**, DevCom Coordinator, OECD Development Centre

-- What is new on the DevCom Extranet?, **Joanna Wisniewska**, DevCom Project Officer, OECD Development Centre

3:00 – 3:15 **Conference Wrap Up and Concluding Remarks**

-- Austin Gormley & Steffen Beitz