

*Making a better world together*

# How to Raise Public Awareness

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KOICA Communication Strategies

April 27, 2010

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- **Situation Analysis**
  - Korean Development Cooperation
  - Public Attitudes Toward ODA in Korea
  
- **Communication Strategies & Activities**

- **The amount of Korean ODA**

0.1% GNI(2009)        0.25% GNI(2015)

\* OECD DAC countries (average): 0.31% GNI(2009)

- **The number of Korean Overseas Volunteers**

1,500 (2009)        2,000(2015)

# Public Opinions on ODA

- Awareness of ODA 51%
- Prefer an increase in the amount of ODA 19%
- Prefer no change in the amount of ODA 53%
- Prefer to decrease the amount of ODA 26%
- The easiest way to get information on ODA
  - TV programs 46%, Internet 37%, Newspapers 12%



- Goals and Strategies

1. To make the public know what KOICA has been doing
  - Use different and efficient ways
  - Consider the age of target groups
2. To change negative attitudes toward increasing ODA
  - Find good examples and stories
  - Emphasize the amount of Korean ODA
  - Remind people of other countries' aid to Korea

# KOICA Communication Activities





- Media
  - 1. TV
    - Support TV programs and documentary films to show the lives of overseas volunteers
  - 2. Newspapers
    - Spread press releases on development cooperation issues
    - Special articles or interviews on ODA
  - 3. Radio
    - Regular interviews with KOVs and KOICA employees

# KOICA Communication Activities

KOICA

- Internet

1. Website: [www.koica.go.kr](http://www.koica.go.kr)

- About KOICA
- ODA and KOICA projects
- Publications
- Recruiting volunteers

2. KOICA e-Newsletter
  - Free online mailing service






# Advertisements

KOICA

## Recruiting advertisement

## Corporate advertisement



**KOICA**  
WORLD'S FRIEND

코이카는 세계의 친구입니다

나눔으로 행복한 지구촌  
대한민국이 만들어갑니다!

**2010년 제3차 일반봉사단원 모집**

- ◆ 모집기간 2010.2.10(수)~2.19(금)
- ◆ 파견국가 리오스, 콜롬비아, 스리랑카, 에콰도르, 인도네시아, 파라과이, 페루 (총 7개국)
- ◆ 파견지종 교육, 정보통신 등 6개 분야, 16개 직종 및 분야
- ◆ 지원자격 봉사정신이 투철한 만 20세 이상 만 62세 이하 대한민국 국적을 가진 남녀
- ◆ 파견시기 2010년 5월 말 예정 (2년간 활동)

자세한 사항은 홈페이지 또는 안내번호 참조  
<http://joinkov.koica.go.kr> 1588-0434

KOICA - 대외무상원조총보단

조선일보 chosun.com | 포스코건설 | 신한은행 | 이케다나눔 | SK | Woori Bank

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**KOICA**  
한국국제협력단

**WORLD FRIENDS**  
KOREA

- Photo Exhibition
  - Photos on volunteerism
  
- Contest
  - Essay contest  
(students in elementary, middle and high schools)
  - Thesis contest (university students)
  - Photo contest (adults)

# Photo Contest

KOICA



1<sup>st</sup> place

# Photo Contest

KOICA



2<sup>nd</sup> place

# Publications and Souvenirs



- **Brochures**
  - published in Korean, English, French and Spanish
- **Newsletters**
  - KOICA monthly magazine, 10,000 copies in Korean(one month)
- **Books**
  - more than 30 KOICA staff members wrote a book including all KOICA projects since 1991
- **Souvenirs**
  - Eco-friendly pencils
  - Calendars, 24,000 copies, domestic/overseas

# New Activities

- Partnerships with private companies
  - KOICA's logo is printed on all airline tickets issued by Asiana Airlines
- Visiting Program
  - An Exhibition Hall is scheduled to be built in May



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Thank you