Making a better world together

How to Raise Public Awareness

KOICA Communication Strategies

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- Situation Analysis
 - Korean Development Cooperation
 - Public Attitudes Toward ODA in Korea

Communication Strategies & Activities

Development Cooperation of Korea



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

 $1,500 (2009) \longrightarrow 2,000 (2015)$

Public Opinions on ODA



Awareness of ODA	51%
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%

[Source: Survey on perceptions of ODA, MOFAT, Korea Gallup, Aug. 2008]

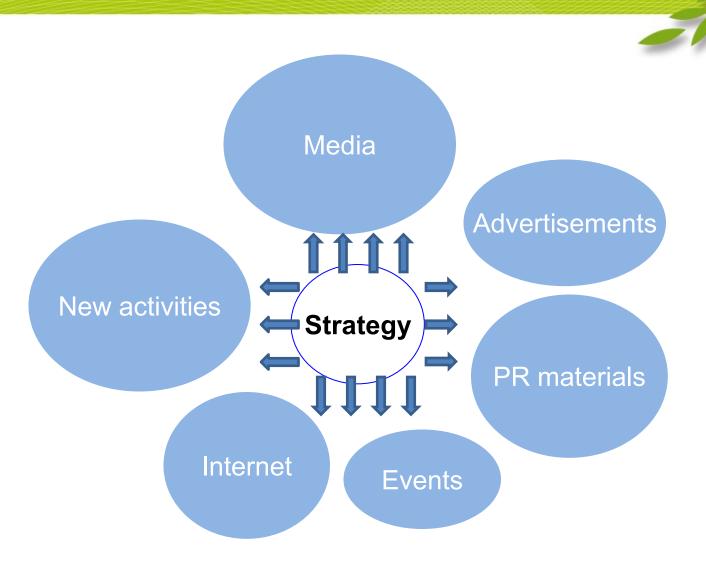
KOICA Communication Strategies



- 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





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



- Internet
 - 1. Website: www.koica.go.kr
 - About KOICA
 - ODA and KOICA projects
 - Publications
 - Recruiting volunteers

- 2. KOICA e-Newsletter
 - Free online mailing service



Advertisements



Recruiting advertisement Corporate advertisement





Events



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

Photo Contest



1st place

Photo Contest





2nd 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



Making a better world together Thank you

