

**LET'S
TALK
ABOUT
RESULTS.**

HOW CAN

**DEVELOPMENT RESULTS
AND ITS BENEFITS
FOR POOR PEOPLE
BE BETTER COMMUNICATED
TO THE PUBLIC?**

**Aid Effectiveness and Regional Economic Integration:
Seminar on Challenges in Cooperation and Communication for
Development in Southeast Asia**

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**April 26-27, 2010
Hanoi, Vietnam**

SCOPE

- 1** In the light of the current situation, are public attitudes towards development cooperation changing?
- 2** What is good practice in communication in development results ?
- 3** How can the benefits of development cooperation for people be demonstrated at best?

PRESENTATION OUTLINE

- 1** **Background: Why communicate development results**
Elements of effective communication strategy
- 2** **Communicating development results: Philippine experience**
- 3** **Recommendations/Moving forward**

DEFINITION OF DEVELOPMENT RESULTS

The output, outcome or impact of a development intervention.

A hand is shown placing a puzzle piece into a larger puzzle structure. The puzzle pieces are dark blue with a glowing light blue outline. The background is black. The text is overlaid on the puzzle pieces.

Development results and
its benefits for
people has to be
effectively communicated
to the public.

COMMUNICATING DEVELOPMENT RESULTS
ELEMENTS OF A SUCCESSFUL
COMMUNICATION PLAN

- **Goals** that are clear and measurable (What you want to do?)
- Extensive knowledge of the **audience** (who will do it for you?)
- Compelling **messages** that connect with your target audience (What's in it for them?)
- Appropriate & creative **strategy**
(products/activities)

ELEMENTS OF A SUCCESSFUL COMMUNICATION PLAN

COMMUNICATION GOALS

- **Goals should be clear, specific and realistic**
 - State **who** will do or change **what** by **when** and by **how much**
- **Ask: Why are you using communications in your project?**

TARGET AUDIENCE

- **Primary audience you are trying to influence**
- **Secondary audiences that will support your project and influence primary target audience**

ELEMENTS OF A SUCCESSFUL COMMUNICATION PLAN

MESSAGE

- **Tailor message to meet needs of target audience:
What's in it for me?**
- **Keep it simple; one or two per audience; active tense**
- **Localize message**
- **Use popular language**

EXAMPLES OF STRATEGIES: PRODUCTS AND ACTIVITIES

Face-to-Face

Printed Publications

Electronic Media

Outdoor Advertising

Mass Media

Educational

Others



THE PRESSURE TO DELIVER RESULTS **IS OFTEN REFLECTED IN OUR COMMUNICATION MATERIALS**

We feel pressured to produce thousands of brochures and newsletters that talk about project processes, rather than thinking about what communication tools will help target audiences change what they are currently doing.



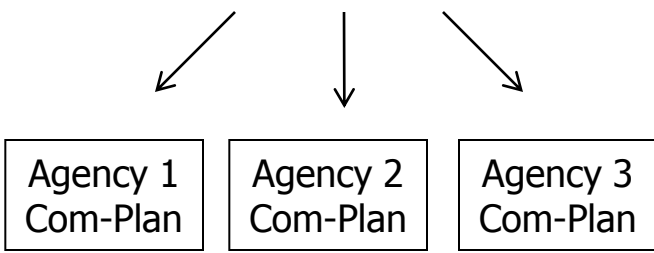
PHILIPPINE EXPERIENCE

CURRENT PRA

UPD
MED
PHI
DEV

Medium Term Philippine Development Plan

Mother Communication Plan



Housing

Given the sector's high multiplier effect of 16.6 times (i.e., every PhP1 million worth of housing investment can potentially contribute a total of PhP16.6 million of economic activity for the country), employment creation was also spurred. The economic contribution of housing, which is 16.6 times, consists of the following components: increase in raw materials, 1.88; increase in labor, 0.35; increase in taxes, 2.64; and other values, 11.74. To help create six to ten million jobs in support of the 10-point agenda of the President, the housing sector was able to generate 2,098,626 jobs for the period 2005-2008 (Table 4.3). This output translates to 49.37 percent of the total target of 4,250,492 jobs from housing construction for the period. Constructing a house requires eight persons working for three weeks or a total of 124 mandays.

Table 4.3

Job Generation In Housing Construction, 2005-2008

Indicator	Target Units Employment	Actual Accomplishment					Accomplishment Rate (%)
		2005	2006	2007	2008	2005-2008	
Provision of jobs in housing construction	4,250,492	554,994	500,196	749,265	294,831	2,098,626	49.37

Source: HUDCC

Budgetary resources made available to the housing sector from 2005-2007 remained below one percent of the national budget. From 2005 to 2007, total allocation for the housing sector ranged from 1.2 percent to 2.5 percent as a proportion of the social sector budget and from 0.1 percent to 0.7 percent of the national budget, respectively (Table 4.4).

Table 4.4

Budgetary Allocation For The Housing Sector, 2005-2007

Year	National Budget (PhP million)	Allocation for Social Services (PhP million)	Allocation for Housing and Community Development (PhP million)	Share of Housing to the National Budget (%)	Share of Housing to the Social Sector Budget (%)
2005	1,243,504	117,654	1,725	0.1	1.5
2006	1,053,300	296,600	7,340	0.7	2.5
2007	1,257,061	345,308	1,744	0.1	1.2

Source: DBM, National Expenditure Program, General Appropriations Act

The housing sector managed to deliver these outputs in the face of resource constraints due to the fiscal crisis and institutional refocusing. However, the lower-than-expected budgetary resources released to the sector, in particular, prevented it from delivering a higher level of achievement.

The period 2005-2007 also saw the implementation of various reforms aimed at further effecting a more market-oriented housing finance and construction sector. These include the adoption of a beneficiary-led approach to resettlement, the approval of alternative compliance to the balanced housing requirement of the Urban Development and Housing Act (UDHA), the redefinition of the housing loan ceilings (Table 4.5), the reduction of interest rate for socialized housing package and extension of repayment period.

PHILIPPINE EXPERIENCE

CURRENT PRACTICE

- **Philippine Harmonization Committee**
- **ODA Communicators Network**



PHILIPPINE EXPERIENCE

CURRENT PRACTICE

Development Results

Indicators:

Sources

Strategy Planning Matrices (SPMs):

Performance Based Sectoral Targets

Infrastructure A. Transport

OUTCOME	STRATEGIES	ACTIVITIES	AGENCIES	MEASURABLE OUTPUT/TARGETS
	<ul style="list-style-type: none"> Reduce the government's regulation in domestic shipping 	Continue deregulation/liberalization of the domestic shipping industry; Implement incentives in the newly enacted RA 9295 to encourage modernization of vessels	MARINA	
	Nautical highways to link the entire country			
	Reduce transport cost from Mindanao through the Visayas to Luzon	Expand nautical highway and the RORO system to include Western, Central and Eastern Nautical Highways to transport the produce of Mindanao to Visayas and Luzon	DOIC, DPWH, MARINA	Nautical highway and RORO network completed by 2010
		Improve/revamp all road links including permanent bridges along Strong Republic Nationwide Highway	DPWH	100% improved by 2005-2010
		Strengthen the East-West maritime linkages using the ROTS	DOTC, DPWH, LGUs	Completion of 28 RORO Ports for Mobility Enhancement by 2010
		Promote the establishment and strengthen regional maritime hubs	DOIC, MARINA, NEDA-RDC, LGUs	Establishment of Mindoro Island MIMAROPA Regional Maritime Hub within 2005

PHILIPPINE EXPERIENCE

CURRENT PRACTICES

Development Results

Indicators:

Sources

Medium-Term Public Investment Program (MTPIP):

Priority Projects



million), Education (PhP 1.7 billion) and

The Energy and Good Government Bureau

Finally, at the end of the program, the Bureau of

Table 2. MTPIP

Chapter

1. Trade and Investment
2. Agribusiness
3. Environment and Natural Resources
4. Housing and Urban Development
5. Tourism
6. Infrastructure
7. Fiscal Strengthening
8. Financial Sector
9. Labor
10 and 11. Energy and Independent Power Sector
12. Responding to the Needs of the Poor
13. Automated Government
14. Peace and Conflict Resolution
15. Healing the Past
16. Peace and Conflict Resolution
17. Rule of Law
18. Education
19. Science and Technology
20. Culture
21. Anti-Corruption
22. Bureaucratic Reforms
23. Defense Reforms
24. Responsive Policy
25. Constitutional Reforms
TOTAL**

* Partial estimate (with unofficial inputs from DA, DLH and DENR)

** Policy-oriented, thus, no MTPIP-type of activities

*** Excludes DND requirement of PhP 7 billion per year as agreed during the Cabinet Meeting on 7 January 2005.

10-POINT AGENDA OF THE ARROYO ADMINISTRATION AND THE MTPIP 2005-2010

Pursuant to the 13 December 2004 Executive Order No. 391 directing all government agencies and instrumentalities, including LGUs, to implement the MTPDP 2004-2010 and the MTPIP 2005-2010, the Arroyo Administration has specified that the 10-Point Agenda shall be the focus of planning and operation of the government and, as such, is the substantial basis for implementing the priority programs and projects in the MTPIP.

In compliance to the said directive, about PhP 1,607 billion, or 75 percent of the total MTPIP requirements for 2005-2010, are programmed to support the Administration's 10-Point Agenda. Table 3 provides the distribution of the aggregate MTPIP investment estimates responsive to the 10-Point Agenda. Annex B lists the MTPIP programs and projects responsive to the 10-Point Agenda.

Table 3. MTPIP, 2005-2010 Investments Responsive to the 10-Point Agenda

	2005-2010 Cost in PhP Billion				
	NG	GOCC/GFI	PSP/LGU	Others	TOTAL
1. Six to ten million jobs	188.5	329.9	56.7	15.8	591.9
2. Education for all	42.6	0.0	0.7	1.6	44.9
3. Balance the national budget	7.6	0.0	0.0	1.1	8.7
4. Develop transportation networks and digital infrastructure	279.1	62.8	0.0	3.8	345.9
5. Provision of power and water to all barangays	9.0	107.3	242.2	19.7	378.2
6. Decongestion of Metro Manila	62.2	28.2	44.2	0.0	134.6
7. Development of Clark and Subic as logistics centers in Asia	0.0	91.2	0.0	0.0	91.2
8. Automation of the electoral process	0.1	0.0	0.0	0.0	0.1
9. Just completion of the peace process	7.0	0.0	0.0	4.5	11.5
10. Closure of wounds caused by division due to EDSA 1, 2 and 3.*					
TOTAL	596.1	619.4	343.8	46.5	1,607.0

* Policy-oriented, thus, no MTPIP-type of activities

MILLENNIUM DEVELOPMENT GOALS AND THE MTPIP 2005-2010

Consistent with the Philippine Government's commitment to achieve the Millennium Development Goals (MDGs), the PAPs in the MTPIP that are supportive of the MDGs are worth PhP 1,743.9 billion over the medium term, or about 81 percent of the total MTPIP requirements (Table 4). Of this estimate, NG is expected to provide the biggest share amounting to PhP 718.2 billion, followed by GOCCs/GFIs with PhP 484.7 billion, and the private sector and LGUs with PhP 473.9 billion. Finally, grant financing is estimated to contribute PhP 67.2 billion to realize the MDGs. Annex C lists the MTPIP programs and projects supportive of the MDGs.

PHILIPPINE EXPERIENCE

CURRENT PROGRESS

Development Results Indicators: Sources Socio-Economic Report (SER)

- Annual progress report
- Accomplished vis-à-vis targets

ASSESSMENT

Goal 1: Develop at least two million hectares of new land for agribusiness

Overall agriculture performance in 2006 improved from 2005 with gross value added in agriculture posting a 4.1 percent growth rate (Table 2.1). This, however, is slightly lower than the conservative MTPDP target of 4.2 percent. Agriculture grew because of good performance of the crops, livestock and fisheries subsectors as the volume and value of production increased, thereby compensating for the contraction in the poultry subsector. The forestry subsector likewise contributed to the growth in the sector, with increased log production from industrial tree plantations. On a per goal basis, however, targets for goals 1 and 2 were not met.

Total agribusiness lands developed in 2006 posted a 68 percent accomplishment rate, an 11 percent improvement from the 2005 figure of 57 percent (Table 2.2). While a total of 317,327 hectares of lands were developed, this was still below the 463,756 hectares target set by the Department of Agriculture (DA). Agribusiness lands development involved the maximization of the use and transformation into productive agribusiness enterprises of the following: underused farmlands, idle and marginal lands, as well as idle offshore and inland bodies of water. The fisheries subsector posted the highest accomplishment for lands developed at 115 percent. The rest were short of the targets set.

TABLE 2.1 GROWTH RATES IN AGRICULTURE, FISHERY AND FORESTRY, 2005-2006 (In Percent)

Sub-sector	2005	2006	Actual
	Actual	MTPDP Target	
Agriculture, fishery, forestry	1.8	4.2-5.2	4.1
Crops	0.7		3.9
Livestock	2.4		2.6
Poultry	0.2		-0.3
Fisheries	6.0		5.9
Forestry	-31.3		19.8

Source: NEDAP

TABLE 2.2 TARGET AND ACTUAL AGRIBUSINESS LANDS DEVELOPED, 2005-2006 (In Hectares)

COMMODITY	2005	2006		% Change (05-06)	Developed Areas vs. 2006 Target (%)
		Target	Developed		
COCONUT	79,903	240,389	123,360	58	51
MAJOR HIGH VALUE CROPS	61,275	145,003	121,137	98	84
SUGAR	13	-	600	4,765	-
CORN	43,642	51,783	48,754	12	94
ABACA	8,688	13,024	9,206	7	71
LIVESTOCK	1,581	3,219	2,351	49	73
FISHERIES	8,765	10,339	11,690	36	115
TOTAL	202,668	463,756	317,327	57	68

* Areas planted for crops, planted with frings for cattle grazing, stocked with animals for livestock and stocked with frings for aquaculture for fisheries and seaweed production.

Source: DA

PHILIPPINE EXPERIENCE

CURRENT PPT

Millennium Development Goals (MDG)

Platform for measuring and communicating results



17

Current Level (2005/2006 or year closest to 2005/2006)	Target by 2015	Average Rate of Progress (1990-2005/06 or year closest to 2005/06) (a)	Required Rate of Progress (2005/2006-2015) (b)	Ratio of Required Rate to Average Rate (c = b/a)	Probability of Attaining the Targets
10.2 (2003)	10.2	-0.85	0	0	High
24.4 (2003)	19.95	-1.29	-0.37	0.29	High
13.3 (2003)	12.15	-0.9	-0.11	0.13	High
30.0 (2003)	22.45	-1.28	-0.61	0.48	High
24.4 (2005)	17.25	-0.66	-0.74	1.11	High
36.9 (2003)	34.7	-1.25	-1.85	1.48	High
84.44 ^a (2005-06)	100	-0.03	1.37	26.98	Low
69.9 ^a (2005-06)	84.67 ^b	0.09	1.48	16.54	Low
87.99 ^a (2005-06)	81.04 ^b	0.11	1.3	12.26	Low
162 ^a (2006)	52.2	-3.62	-12.2	3.37	Low
50.6 ^a (2006)	80	0.82	3.27	4.01	Low
22.0 ^a (2006)	26.7	-3.0	-0.59	0.2	High
24.0 ^a (2006)	19.6	-2.08	-0.56	0.27	High
< 1% (2005)	< 1% ^a	0	0	0	High
59.0 (2004)	24.0 ^a	-4.57	-5.83	1.28	High
80.2 (2004) ^c	86.8	0.50	0.60	1.20	High
86.2 (2004) ^a	83.8	1.33	-0.22	0.17	High

Sources: ^a National Committee on Poverty Statistics-Barometer FPO on Income Statistics, NSCB; ^b National Population Survey (NPS, PHIS); ^c World Development Indicators (WDI) 1991-1992; ^d Digital Divide Suburban Information System (DSS); ^e 1993 National Demographic Survey, NSO; ^f 2008 Family Planning Survey, NSO; ^g National Demographic and Health Survey (NDHS), NSO; ^h Field Health Service Information System (FHSIS); ⁱ 1990 Census of Population and Housing, NSO; ^j Annual Poverty Indicators Survey, NSO; ^k Target in the Philippines EPA 2015 Plan; ^l Target by 2015 based on the MTRP 2004-2010.

^a Beginning FY 2002-2003, participation rate was derived based on the age group consisting of 6-11 years old for elementary and 12-18 years old for secondary whereas the previous system used 7-12 and 13-18 years old for elementary and secondary, respectively.

PHILIPPINE EXPERIENCE

CURRENT PRACTICE

ODA Portfolio Review

How ODA is used



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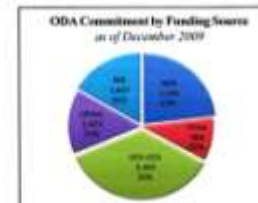


EFFICIENT USE OF ODA SEEN IN 2009

The National Economic and Development Authority (NEDA) reported that as of December 2009, total official development assistance (ODA) loans amounted to US\$9.7 billion which financed 100 programs and projects. The NEDA Project Monitoring Staff (PMS), in a preliminary report, also said that program loans accounted for 25 percent or US\$2.5 billion of the total amount while project loans accounted for the remaining 75 percent or US\$7.2 billion.

ODA refers to grants and concessional loans from bilateral and multilateral institutions to developing countries. It is obtained by the Philippine government for financial cooperation and technical cooperation.

By funding source, Japan had the highest commitment with 36 percent or US\$3.5 billion, followed by the Asian Development Bank (ADB) with 23 percent or US\$2.2 billion and the World Bank (WB) with 16 percent or US\$1.6 billion. China ranked as the fourth highest funding source with 10 percent or US\$98 million of the total ODA commitments.

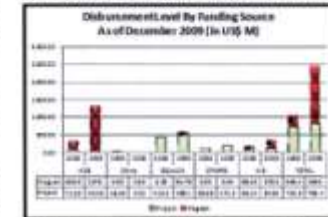


By sector, infrastructure accounted for the largest share with 56 percent or US\$5.5 billion. This was followed by the agriculture, natural resources and agrarian reform sector and the governance sector, both with 15 percent (US\$1.40 billion) of the total ODA net commitment.

The NEDA PMS also reported that total ODA disbursements increased by 132 percent from US\$1.0 billion in 2008 to US\$2.4 billion in 2009. Disbursements from project loans increased by 13

percent to US\$795.4 million in 2009 from US\$702.3 million in the previous year.

The significant increase in disbursements is largely attributed to tranche releases of five program loans from the ADB and WB which totaled US\$1.48 billion.



These loans are: (a) Countercyclical Support Loan, ADB (US\$500 million); (b) Development Policy Support Program - Subprogram III, ADB (US\$250 million); (c) Local Government Financing and Budget Reform Program-Subprogram 2, ADB (US\$225 million); (d) Governance in Justice Sector Reform Program - Subprogram I, ADB (US\$300 million); and (e) the Global Food Crisis Response Program Development Policy Operation.

In terms of financial performance indicators, both annual and historical, more efficient use of ODA was observed in 2009 compared to the previous year. Disbursement rate of project loans increased by 10 percentage points from 68 percent in 2008 to 78 percent in 2009. Disbursement rate is the percentage of actual disbursements during the year over targets set at the start of the year.

Funding Source	Project Program	Total
ADB	80.36	100.00
OCIB-ICA	39.04	100.00
China	-	-
Others	93.90	93.90
WB	66.48	88.93
Overall GDP	77.63	97.99

PHILIPPINE EXPERIENCE

CURRENT PRA

Main Communication Channels

- Mass Media:
Print, broadcast, electronic
- Social Network
- Press con and media briefings
- Press releases
- Factsheets:

DEV PULSE - NEDA
Development Advocacy
Factsheet



Vol. XIV No. 5 March 30, 2010

NEDA Pioneers MfDR in Rural Development

The National Economic and Development Authority (NEDA) is pioneering the Management for Development Results (MfDR) in rural development to ensure more effective and efficient impact and results of programs meant to improve the lives of people in the countryside.

The MfDR is a method that tracks results in all levels of the development process. It shifts the focus from inputs ("How much money will I get and spend?") to measurable results ("What can I achieve with the money?") in the implementation of programs and projects. These programs and projects do not simply end in the completion of programmed outputs but considers two important factors of such outputs: results and impact.

NEDA held an internal workshop for MfDR in Rural Development, recently. The event was spearheaded by the agency's Agriculture and the Project Monitoring Staffs, with representatives from other sector staffs as participants. The MfDR is part of the Philippine government's commitments to the Paris Declaration of the 2005 High-Level Forum on Aid Effectiveness. This declaration highlighted the global development community's determination to increase the effectiveness of aid and achieve lasting development results.

It is believed that implementing the MfDR will help increase the impact of aid, particularly official development assistance (ODA), on reducing poverty, raising economic growth, building capacity, and attaining the Millennium Development Goals (MDGs). The responsibility for its implementation shall be with management and staff at all levels.



The MfDR concept

More than a method, the MfDR is a way of thinking and doing, built on practical tool box for improved public management. It provides government with a management philosophy, approach and set of tools for enhancing government performance and expanding accountability. Moreover, it includes practical tools for strategic planning, risk management, progress monitoring, and outcome evaluation.

According to the Organisation for Economic Cooperation and Development (OECD), there are five core stages or components in the MfDR cycle. These are: (a) setting goals and agreeing on targets and strategies; (b) allocating the available resources to activities that will contribute to the achievement of desired results; (c) monitoring and evaluating whether the resources allocated are making a difference; (d) reporting of performance to the public; and (e) feeding back information into decision making.

CHALLENGES & MOVING FORWARD

- **Use of “popular” language and “localizing” the messages to be better understood and appreciated by the public;**
- **Use of more interesting and creative media versus traditional media;**
- **Integrate results communication at the outset of the program or process:**
 - **draft guidelines on integration of communication at outset of projects**
 - **make communicator core member project team at outset**
- **Craft a strategic communication plan; and**
- **Expand membership of ODA ComNet into a real CoP for communicating development results.**

THANK YOU

**LET'S
TALK
ABOUT
RESULTS.**