



# DevCom in 2023 - 2024: Building Support for Sustainable Development, at Home and Abroad

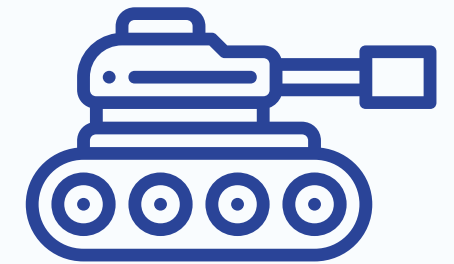
Reflections for the  
2022 DevCom Annual Meeting  
Paris, 6-7 October 2022



# Overlapping crises are shaking the world

## Russia's war on Ukraine

The war is a humanitarian catastrophe. It has also aggravated inflation, disrupted global supply chains and destabilized international relations.



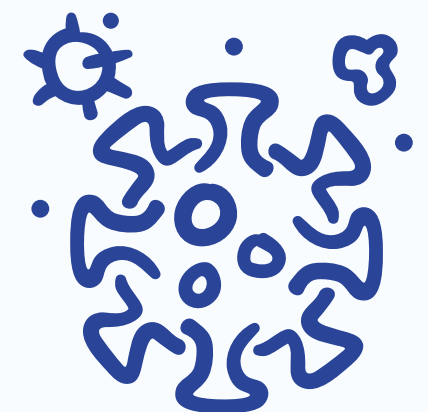
## Climate Crisis



2021 saw the most extreme heat wave in modern history, a record of four USD 20 billion-plus weather disasters, and hottest month on record globally.

## COVID-19

The pandemic is not over. It has pushed about 260 million people into poverty, putting progress on poverty back 3 to 4 years globally.



## Managing complex policy goals

Facing one crisis after another, we need to balance humanitarian concerns, domestic political needs, and longer-term goals like the SDGs.



## Making the case for international co-operation



Our work has never been more important, but aid budgets are under pressure, and political support for international solidarity and multilateralism is fragile.

## Building public trust... at home & abroad

In a fragmented media landscape where mis- and disinformation spreads easily, people have lost trust in public institutions and question the intentions of foreign actors.



## Inspiring action among citizens



From battling pandemics to fighting climate change, sustainable development needs citizens and stakeholders to engage and change behaviours.

# Our organisations face multiple challenges

# Communications has a central role to play



# But reaching people is difficult



**Our audiences are more diverse, at home and abroad**

**Complex policy messages are hard to convey simply**



**The media landscape is fragmented and overloaded**

**Mis- and disinformation is everywhere**



**The young generation has new media habits**

**Resources for professional communications are scarce**





We need  
high-quality,  
professional,  
and global  
development  
communications

# THE OECD DEVCOM TOOLKIT

for development communicators



# What DevCom members say they need



**A deeper understanding of  
development debates & policies**

**Practical advice on latest trends in  
digital & traditional media**



**Guidance on how to communicate in  
and on different regions & countries**

**New ideas from peers and experts**



**Partners to help amplify  
my campaigns & content**

**Guidance on the value and future of  
development communications**



**Question:**

**How can our network help  
in 2023-2024?**



# We can look at issues & narratives





# We can discuss regions and countries



## Latin America

**DevCom Zooms In, April 2022**  
*How's Life in Latin America?*

## Asia-Pacific

**DevCom Zooms In, Coming soon**  
*Communicating in and on  
the Asia-Pacific Region*



## Africa in partnership with Africa Communications Week

**Workshop, November 2021**  
*Communicating in and on Africa*

**Webinar, May 2022**  
*Africa's Agency on the Global  
Climate Stage: What Role for  
Strategic Communication?*



## Afghanistan

**Coffee Break, September 2021**  
*Communicating about the current  
situation in Afghanistan*



## Ukraine

**Coffee Break, March 2021**  
*Communicating about the current  
situation in Ukraine*



# We can promote joined-up campaigns

## Newsletter

Sharing international campaigns in partnership with the UN



The **ROUND-UP**  
August 2022

Dear Friends,  
Here is our latest Round-Up of news, campaign information and important dates.



**#ItTakesAVillage**  
**World Humanitarian Day, 19 August**

The 2022 campaign for WHD will use visual storytelling and beautiful media assets to show the value of humanitarian work. To support it, please access the Trello board from 5 August and campaign microsite from 12 August. Contact [Tomas de Mul](#) for details.

## International Women's Day

Gathered resources of how members are communicating for Gender Equality



## COP-26

Gathered resources of how members are communicating about climate change



## Joint launches

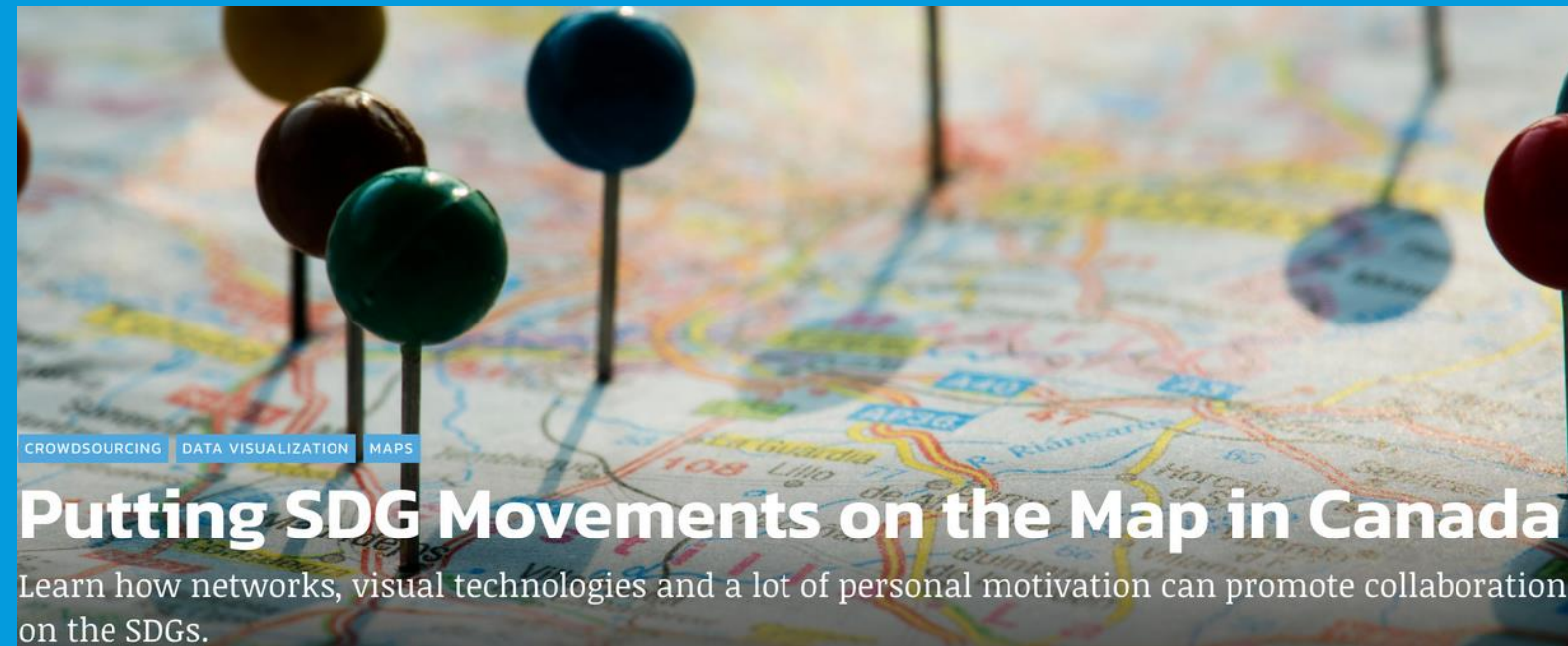
Promoted campaigns for the launches: States of Fragility 2022 & ODA figures 2021

## Twitter group





# We can gather ideas from peers and experts



## Partnership with the Development Engagement Lab



Public opinion on aid and development ahead of the 2022 French presidential election



UK public support foreign aid in face of 0.7% cut



PORTALS & PAGES / STORYTELLING

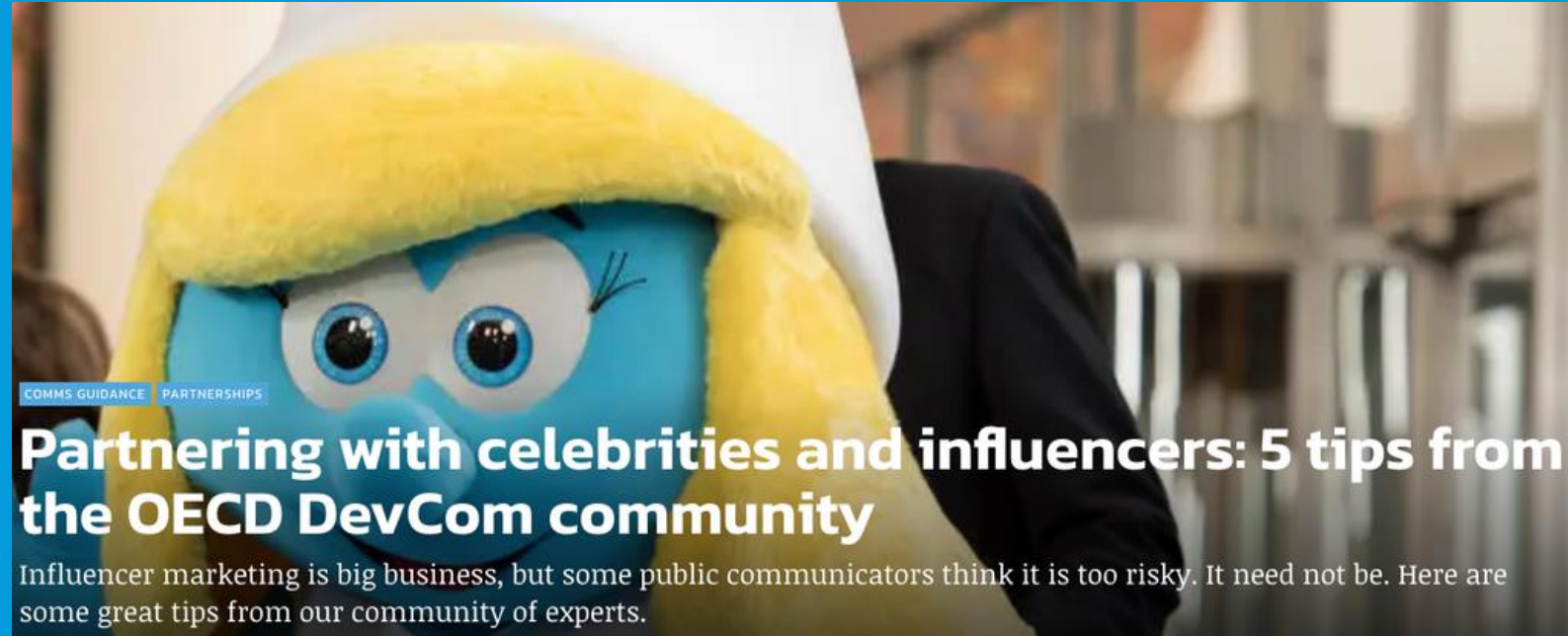
## Storytelling in Many Shapes and Sizes: Ideas from the USAID Website

There are so many new story formats for the web! USAID shows us how to combine stunning visuals, emotional soundtracks and well-written texts to engage hearts and minds on different platforms.





# We can share advice on digital trends



COMMS GUIDANCE PARTNERSHIPS

## Partnering with celebrities and influencers: 5 tips from the OECD DevCom community

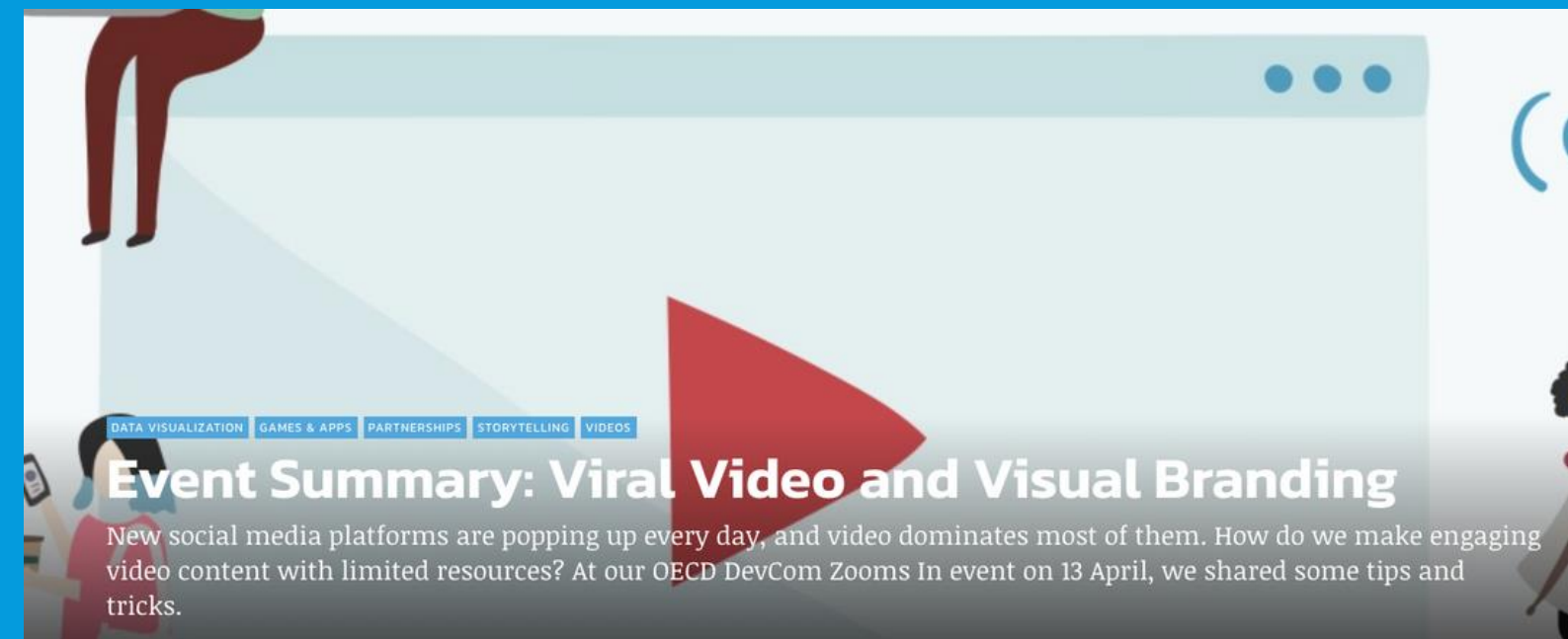
Influencer marketing is big business, but some public communicators think it is too risky. It need not be. Here are some great tips from our community of experts.



COMMS GUIDANCE STORYTELLING

## When the Best Pictures are on Audio: 5 Podcasting Tips from OECD DevCom

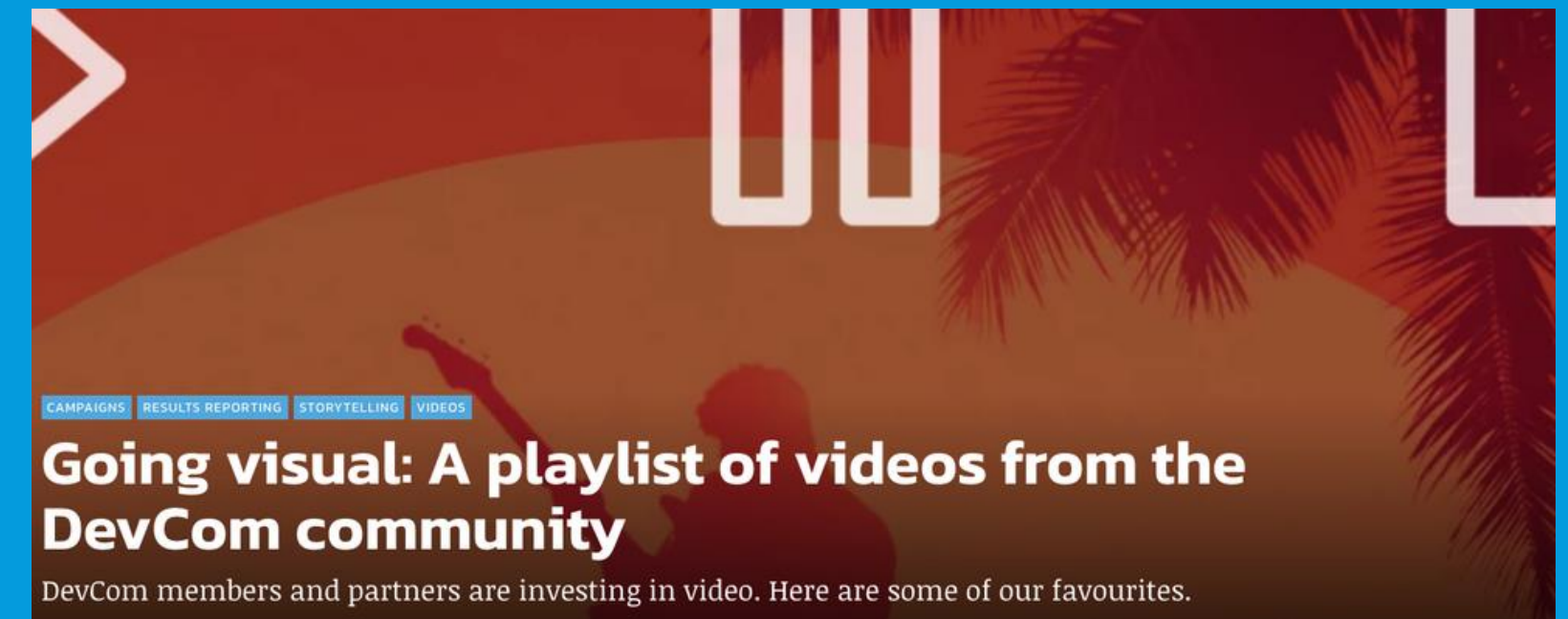
Radio is a tried-and-tested medium and podcasts have taken off. So how can development communicators



DATA VISUALIZATION GAMES & APPS PARTNERSHIPS STORYTELLING VIDEOS

## Event Summary: Viral Video and Visual Branding

New social media platforms are popping up every day, and video dominates most of them. How do we make engaging video content with limited resources? At our OECD DevCom Zooms In event on 13 April, we shared some tips and tricks.



CAMPAIGNS RESULTS REPORTING STORYTELLING VIDEOS

## Going visual: A playlist of videos from the DevCom community

DevCom members and partners are investing in video. Here are some of our favourites.

# We can get strategic



## Mis- and Disinformation

**DevCom Zooms In &  
Discussion Note, July 2022**

*Fighting Mis- and Disinformation: What  
Role for Development Co-operation?*



## Communicating in Country Offices

**DevCom Zooms In, February 2022**  
*Coordinating with Country Offices*



## Managing Global Development Communications

*2022 DevCom Annual Meeting,  
October 2022*



# 2021-2022: DevCom in numbers

**28** **EVENTS**

Our events connect communicators. They share lessons, find partners and learn about trends in policy and comms.

**27** **BLOGPOSTS**

Our SDG Communicator blog features the DevCom Toolkit, stories from members and latest communications tips.

**around**  
**400** **PARTICIPANTS**

in DevCom events since early 2021.

**11K** **VISITORS**

to the SDG Communicator in 2021 - 2022

**24** **DevCom Round-Ups**

Our Round-Ups include details on global campaigns, news from the DevCom community and latest research insights.

**02** **JOINT CAMPAIGNS**

Join the OECD to amplify & cross-promote content on the results of development assistance.

**Housekeeping**

**Members, Support  
& Our Co-Chairs**

# DevCom Funders in 2021 - 2022



Australia



France



Netherlands



European  
Commission



Austria



Germany



Portugal



European  
Investment  
Bank (EIB)



Brazil



Iceland



Spain



OPEC Fund for  
International  
Development



Canada



Ireland



Sweden



Finland



Italy



Ibero-American  
General Secretariat



# Our Magnificent DevCom Co-Chairs



**Mathilde Schneider,  
Afd**



**Nanette Braun,  
UN Global Communications**

**1**

***What communications challenges should the network prioritise?***

**2**

***Which activities bring most value?  
What could we do better?***

**3**

***How are you willing and able to support the network?***

# Questions for Members

# 7 ways you can support DevCom in 2023

**1**

Increase your  
voluntary  
contribution



**2**

Let us know  
your budget  
calendar



**3**

Bring your  
friends &  
colleagues



**4**

Share your  
knowledge



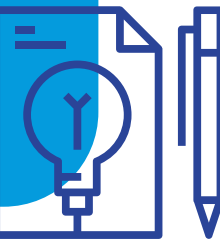
**5**

Host an event



**6**

Sponsor a  
project



**7**

Engage with us  
on social





# Further esources

[SDG Communicator Blog](#)

Twitter Group\*

[Toolkit for  
Development Communicators](#)

[LinkedIn Group](#)

\* If you wish to join the twitter group, please email [Isabela.CarrozzaJoia@oecd.org](mailto:Isabela.CarrozzaJoia@oecd.org) your twitter handle. Please, remember to change your account settings to allow receiving direct messages; if this is not possible for your institutional account, we can add your personal account.

