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.
Our organisations face multiple challenges

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.
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.
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?*

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?*

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

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

**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.

**Putting SDG Movements on the Map in Canada**
Learn how networks, visual technologies and a lot of personal motivation can promote collaboration on the SDGs.

**Partnership with the Development Engagement Lab**
- Public opinion on aid and development ahead of the 2022 French presidential election
- UK public support for foreign aid in face of 0.7% cut

**Listen. Learn. Grow. Empowering young Belgians to become global citizens**
Young Belgians are learning to become active agents for change through a global citizenship education programme.

**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

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.

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 use them?

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 event on 13 April, we shared some tips and tricks.

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

**Events**
28
Our events connect communicators. They share lessons, find partners and learn about trends in policy and comms.

**Participants**
400
around
Our Round-Ups include details on global campaigns, news from the DevCom community and latest research insights.

**Blogposts**
27
Our SDG Communicator blog features the DevCom Toolkit, stories from members and latest communications tips.

**Visitors**
11K
Visit the SDG Communicator in 2021-2022

**Joint Campaigns**
02
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
- Austria
- Brazil
- Canada
- Finland
- France
- Germany
- Iceland
- Ireland
- Italy
- Netherlands
- Portugal
- Spain
- Sweden
- European Commission
- European Investment Bank (EIB)
- OPEC Fund for International Development
- Ibero-American General Secretariat
Our Magnificent DevCom Co-Chairs

Mathilde Schneider, Afd

Nanette Braun, UN Global Communications
Questions for Members

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?
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 resources

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 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.