

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

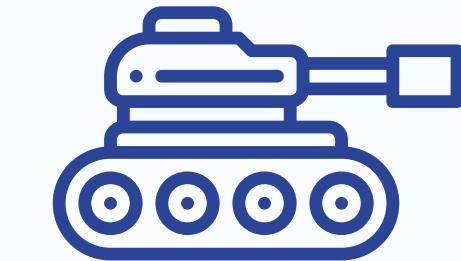
Reflections for the
2022 DevCom Annual Meeting
Paris, 6-7 October 2022



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.

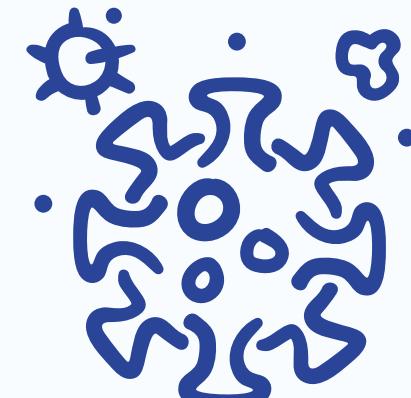


Climate Crisis

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 politic 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

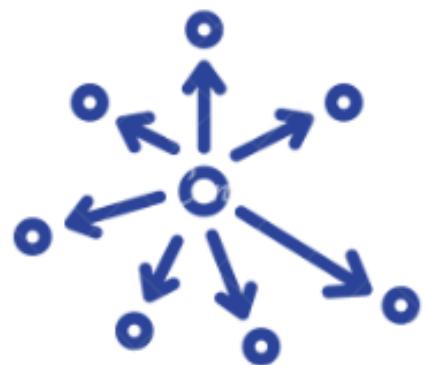
From battling pandemics to fighting climate change, sustainable development needs citizens and stakeholders to engage and change behaviours.

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



The media landscape is fragmented and overloaded

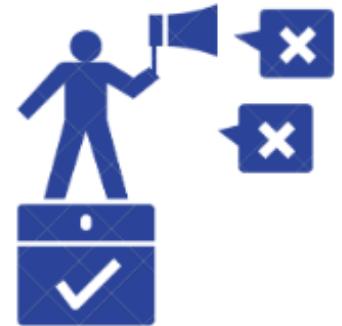


The young generation has new media habits

Complex policy messages are hard to convey simply



Mis- and disinformation is everywhere



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



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



Partners to help amplify my campaigns & content

Practical advice on latest trends in digital & traditional media



New ideas from peers and experts



Guidance on the value and future of development communications



Question:

How can our network help
in 2023-2024?

We can look at issues & narratives



CAMPAIGNS COMMS GUIDANCE NARRATIVES

Communicating on Migration and Development: 5 Questions to Pose before Posting

Migration can be a tricky topic to talk about. This post gathers expert advice, examples and resources from the OECD DevCom community.



ATTITUDES DATA CAMPAIGNS INFOGRAPHICS RESULTS-REPORTING

Event Summary: 5 Ideas for Communicating on Vaccine Equity & Global Solidarity

On 4 May, the DevCom community discussed the vaccine roll-out and shared ideas on how to promote global solidarity post-COVID.



CAMPAIGNS COMMS GUIDANCE NARRATIVES

Communication Tips for COP-26

Ahead of COP-26, here are 5 ways development communicators can become climate activists.



CAMPAIGNS COMMS GUIDANCE

Seven Principles in Communicating for Gender Equality

BY FELIX ZIMMERMANN / MARCH 4, 2020 0 EDIT POST

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



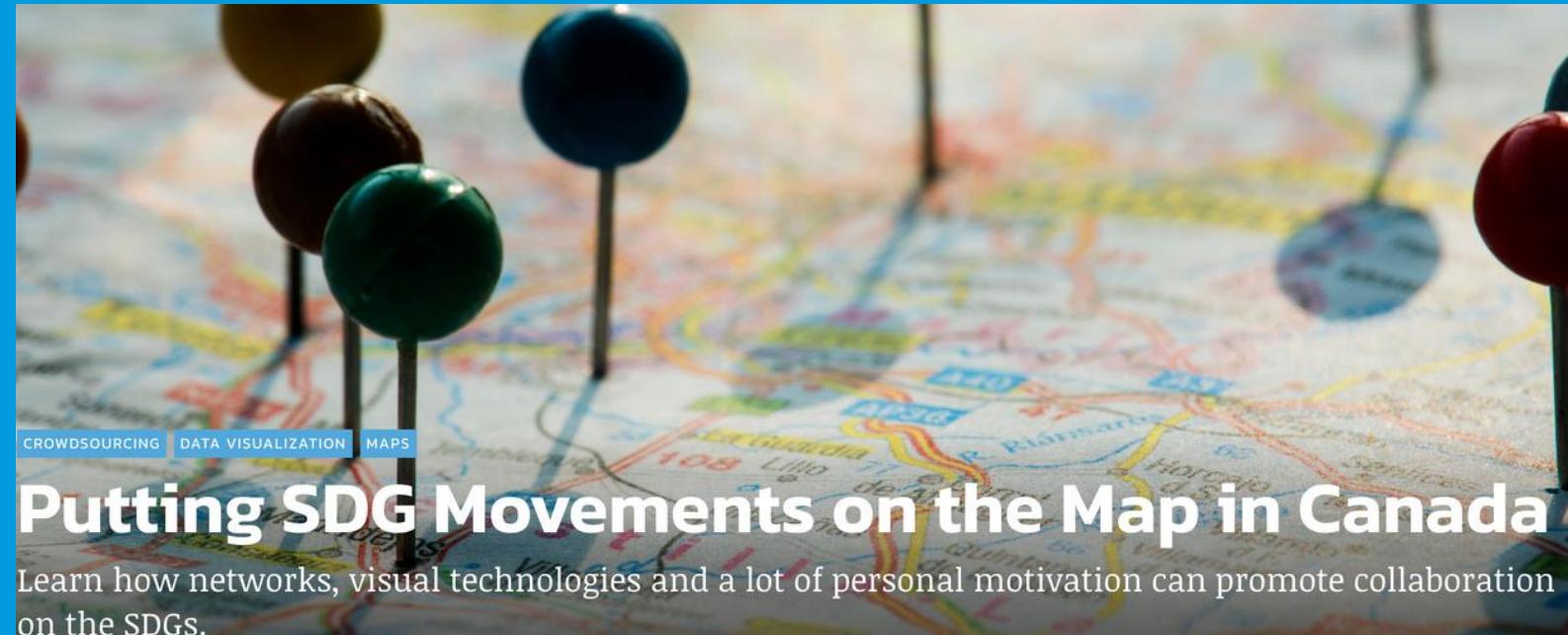
Joint launches

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

Twitter group

A screenshot of a Facebook group page titled "DevCom Social Media Network". The group has 16 members and a message from the OECD_Centre. A post from the OECD_Centre encourages members to imagine a world free of bias, stereotypes, and discrimination, specifically mentioning gender equality. Another post from the OECD_Centre asks members about events and global campaigns to help break the bias. A link to the SDG Communicator website is also shared.

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 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.

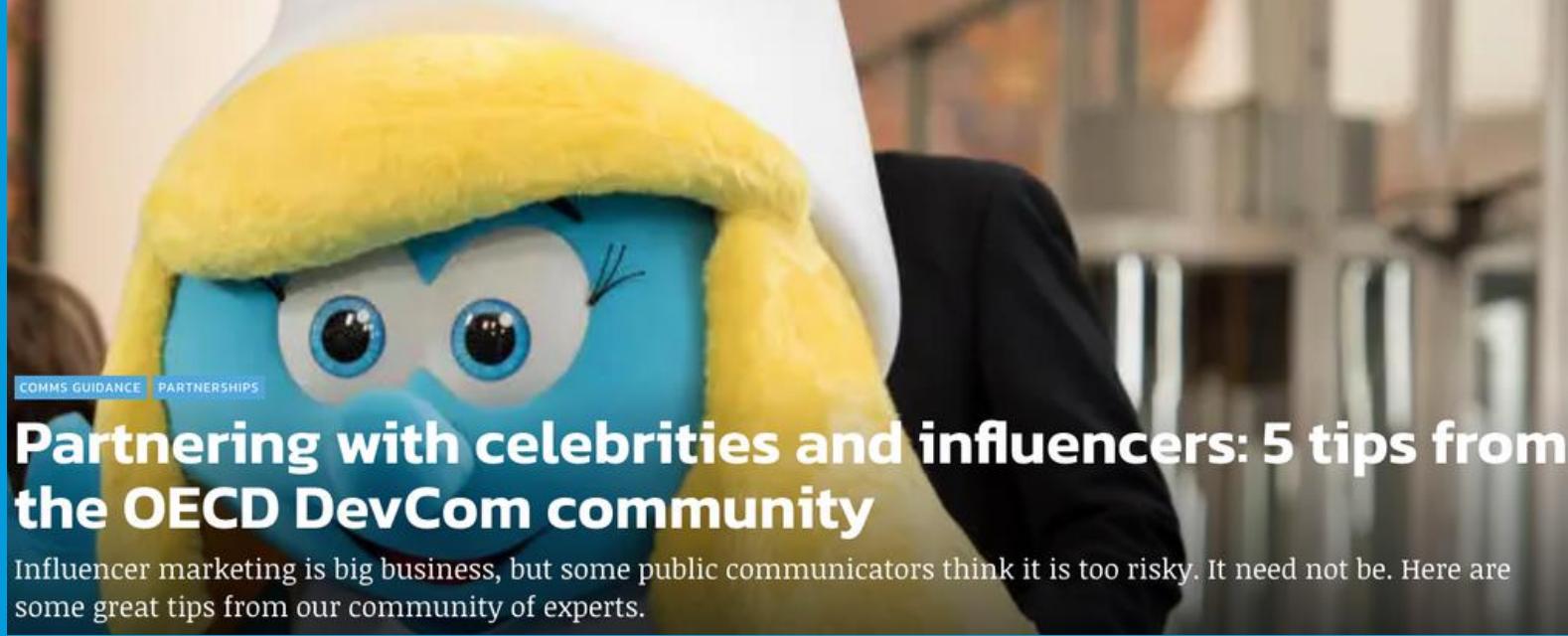
PORTALS & PAGES / STORYTELLING

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

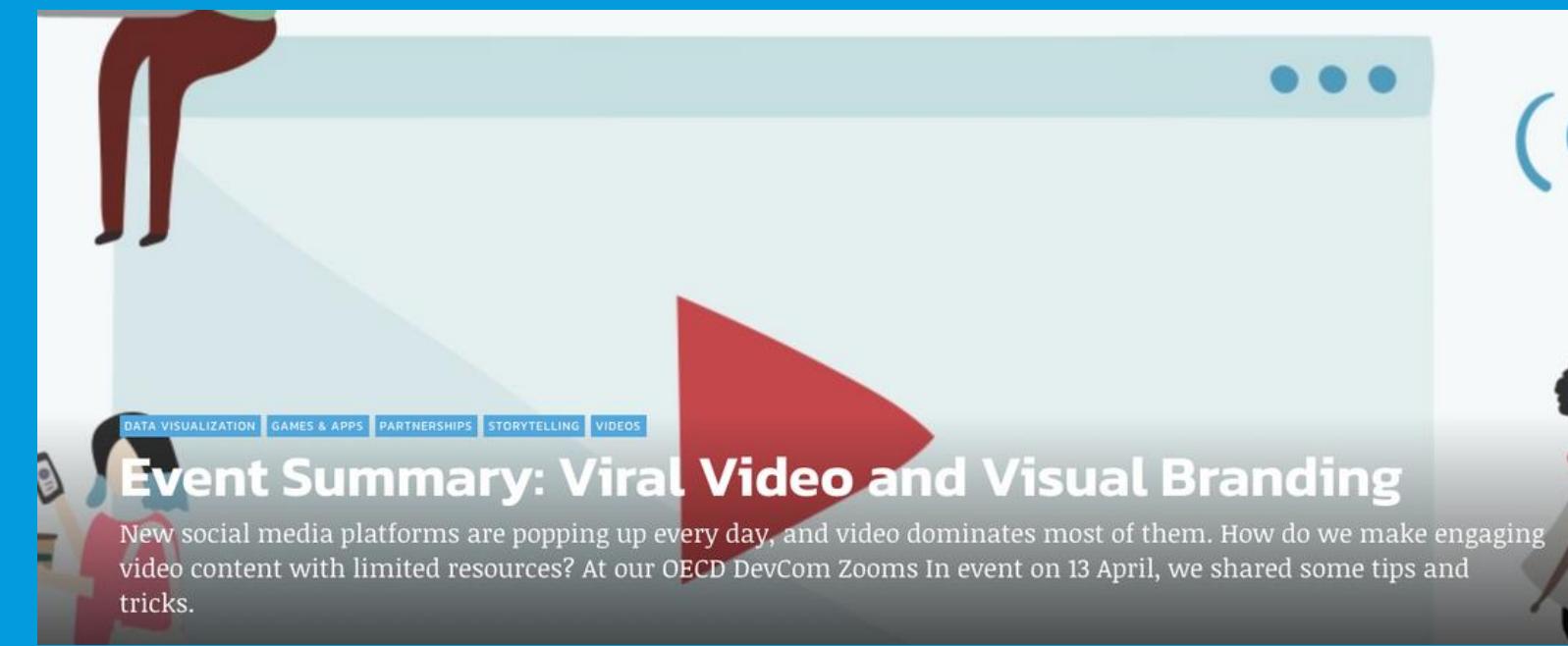
Influencer marketing is big business, but some public communicators think it is too risky. It need not be. Here are some great tips from our community of experts.



COMMS GUIDANCE | STORYTELLING

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

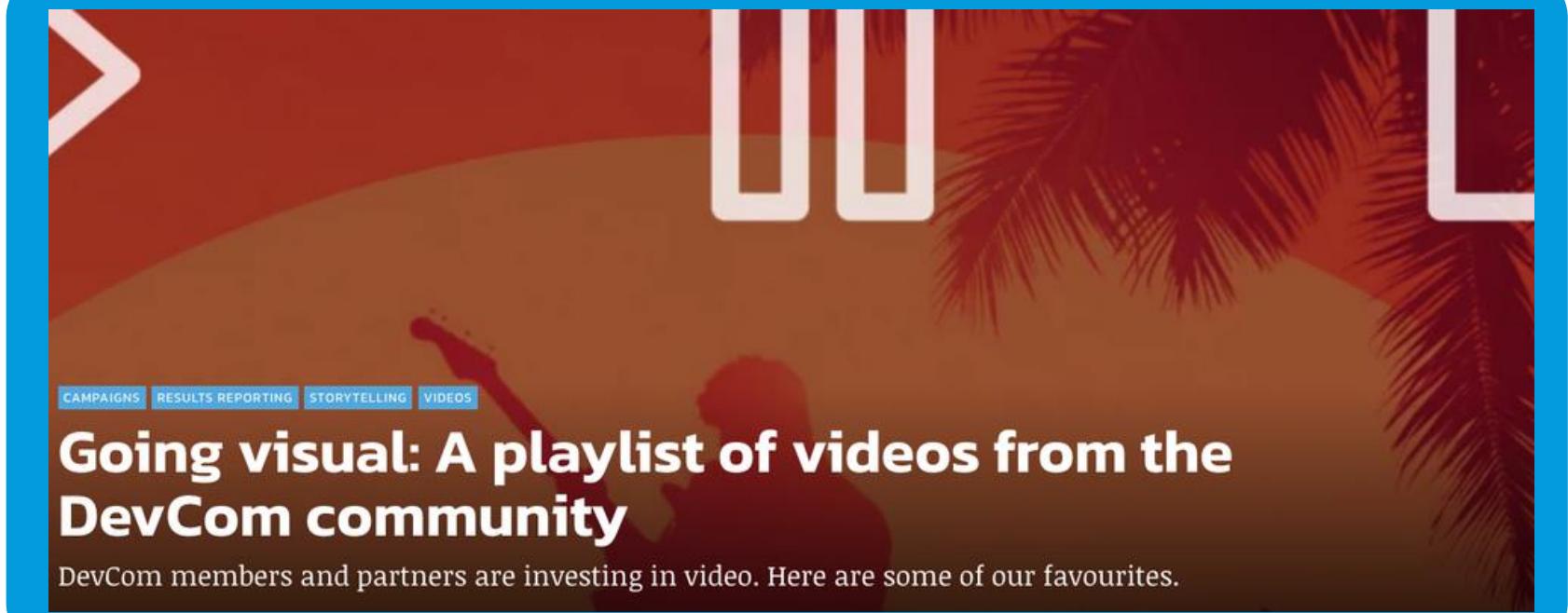
Radio is a tried-and-tested medium and podcasts have taken off. So how can development communicators



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.

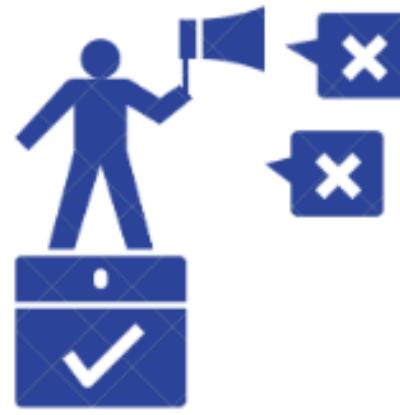


CAMPAIGNS | RESULTS REPORTING | STORYTELLING | VIDEOS

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.

around

400

PARTICIPANTS

in DevCom events
since early 2021.

24

DevCom Round-Ups

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

27

BLOGPOSTS

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

11K

VISITORS

to the SDG Communicator in
2021 - 2022

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



Ibero-American General Secretariat



Finland



Italy

Our Magnificent DevCom Co-Chairs



Mathilde Schneider,
Afd



Nanette Braun,
UN Global Communications

1

What communications challenges should the network prioritise?

2

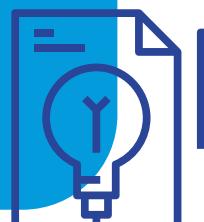
***Which activities bring most value?
What could we do better?***

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 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.

