Promoting International Partnerships in a New Geopolitical Landscape
Update on DevCom in 2023–2024

2023 DevCom Annual Meeting
Madrid, 26-27 October 2023
Three Work Streams

1. Learning with others
Peer learning sessions among DevCom members and with experts in public attitudes, media trends and strategies.

2. Going Global
How are development organisations perceived around the world? To identify ways to communicate effectively in different regions and partner countries.

3. Campaigning Together
Campaigning on international development co-operation, and on key global issues.
1. Learning with others
Six learning events in 2023 on public attitudes, the media & comms strategies

21 March
Evaluating impact of communications
with Prof. Jim Macnamara,
University of Technology Sydney

28 March
Gen-Z attitudes
with Martijn Lampert, Glocalities

28 March
A.I. for comms
with Citibeats & OECD Directorate for Science,
Technology and Innovation

4 April
New digital channels
with Pew Research Center & OECD

12 September
Development Finance Communicators Meet-up
Co-hosted by the OPEC Fund

21 September
Public attitudes on Gender Equality
with Prof. Jennifer Hudson, Development Engagement Lab
& the Feminist Foreign Policy Network of
the Social Democratic Party of Germany (SPD)
Latest advice & trends in media relations & public attitudes

Published: 26 May

Communicating in a New Media Landscape: 5 Ways to Help Journalists Help Us
How can we work with journalists more effectively? Here are 5 tips for development communicators.

Published: 16 June

Shaping development stories: A Q&A with OECD communicators
What does working with journalists look like in practice? We sat down with Joelle Bassoul and Boelra Krout from the OECD to discuss it.

Published: 13 September

Halfway to 2030, how do G7 citizens feel about development co-operation?
To shore up public support in G7 countries for Agenda 2030, we need to tell a better story about the SDGs. But what do G7 citizens currently think about development, and what messages will resonate?
2. Going Global
A new dialogue on language

**South-South Co-operation**

*DevCom Zooms In, 16 February*

*Making the Case for International Co-operation: What Communicators can learn from South-South Co-operation*

Are development organisations making a strong enough case for international co-operation? In this blogpost, we discuss the democratic principles of South-South co-operation and what they can teach us about development messaging.

5 Messages to update narratives, based on SSC principles

*3 July*

**Building Trust in Partner Countries**

*Workshop, Paris 20 June*

*Words Matter: Useful Resources on Development Language*

<table>
<thead>
<tr>
<th>Toolkits, guides and glossaries on language choice</th>
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<td>The DevCom Toolkit for Development Communicators</td>
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A better understanding of different regions

Boosting Investment in Africa
Workshop, 24 May

Better communications practices to promote Africa’s financial landscape
24 July

Communicating in and on the Pacific Region
DevCom Zooms In, 22 June

From “Talk & Tell” to “Listen & Learn”: Building Media Partnerships in and with the Pacific Region

Five learnings for working with the media
10 August

Guest Post by Jo Elsom & Prashanth Pillay,
Lead & Research and Evaluation Manager
at ABC International Development
The survey is divided into five parts:

- **Part 1: Goals, Strategies, and Audiences**
  Why do DevCom members communicate in partner countries?

- **Part 2: Organisational Set-Up**
  How are DevCom members set up to communicate in partner countries?

- **Part 3: Understanding Local Contexts**
  What do DevCom members do to listen and adapt to local contexts?

- **Part 4: Promoting Independent Media**
  How do DevCom members promote independent media in partner countries?

- **Part 5: Next Steps for the DevCom Network**
  How can the DevCom network best support your efforts to communicate in partner countries?
3. Campaigning Together
5 campaign moments in 2023

March
International Women's Day
- Building Gender Equality
- Gender Equality and the Empowerment of Women and Girls: Guidance for Development Partners
- A feminist foreign policy to advance gender equality globally (Sweden)
- Global Affairs Canada’s approach to feminist evaluation practices

April
ODA Launch
- [Social media posts] Pre-launch teaser campaign
- How is ODA reported? [Videos] English, French, Spanish

June
World Environment Day
- Climate Action

September
Sustainable Development Goals
- Net Zero+

Upcoming November
COP-28
- OECD SDG Summit countdown campaign
Lessons from SDG campaigning

Guest Post by Marina Ponti,
Global Director, the UN SDG Action Campaign

Guest Post by Samuele Cofano,
Communication Coordinator of #InsiemepergliSDG

In Denmark, Scouts play to build a better world
Who said learning about the SDGs has to be boring? In Denmark, youth organisations have been centreing the SDGs in their programs and activities, with games and nation-wide tours.
DevCom Annual Meeting: Madrid 2023!

2023 DevCom Annual Meeting
Promoting Partnerships in Tense Times

Hosted by the Spanish Agency for International Development Cooperation (AECID)

Peer Learning:
Media Trends & Practices

Promoting Co-Operation & Multilateralism

Evolving Policy Priorities in Development Co-operation

Going Global: Engaging with Audiences in Partner Countries

Mock Campaign:
Engaging Young Citizens on and offline
2023: DevCom in numbers

**EVENTS**
Connect with communicators to share lessons, find partners and learn about trends in policy and comms.

**PARTICIPANTS**
500
in DevCom events since early 2021.

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

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

**VISITORS**
15K
to the SDG Communicator in 2023 alone.

**CAMPAIGN MOMENTS**
Join the OECD to amplify & cross-promote content on the results of development assistance.
10 newsletters with campaign info & news
What's Next
2023 & 2024
2024 DevCom Annual Meeting &
Global Communicators Forum!

Communicators

Media Professionals

Campaign Managers

Public Attitudes
Researchers

Civil Society
Actors

Q4
Hosted by the Dutch Ministry of Foreign Affairs
Peer Learning Series #2: Networking sessions with colleagues

November 2023
Finding communications experts on the African Continent

December 2023
Communicating on Development Evaluation

February 2024
Communicating for Development Finance
In person workshop at the OPEC Fund Headquarters, Vienna
Campaign coordination: COP-28 & more

7 Nov
Briefing Session: Pre-Cop progress since Paris

15 Dec
Wrap-Up Meeting: Ideas for 2024
Housekeeping

DevCom Membership
DevCom Funders in 2023

Australia - France - Netherlands - European Commission

Austria - Germany - Portugal - European Investment Bank (EIB)

Brazil - Iceland - Spain - OPEC Fund for International Development

Canada - Ireland - Sweden

Finland - Norway
Thank you to our DevCom Co-Chairs for 2023-2024!

Ingrid de Beer
Head of Foreign Audiences and Public Diplomacy
Ministry of Foreign Affairs of Netherlands

Nanette Braun
Deputy Director, Strategic Communications Division
Campaigns Service
United Nations Department of Global Communication

Enric-Sol Brines i Gómez
Director of Communications
Spanish Agency for International Development Cooperation (AECID)

Basak Pamir
Senior Communications Officer
OPEC Fund for International Development
Reminder: 7 ways to support DevCom

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
1. What suggestions do you have for DevCom activities in 2024?

2. Which of your plans for 2024 do we need to know about?

3. Are we missing something?
Further Resources

- SDG Communicator Blog
- Twitter Group*
- Toolkit for Development Communicators
- LinkedIn Group

* If you wish to join the twitter group, please email Isabela.Carrozza.Joia@oecd.org your twitter handle.