Final Agenda - DevCom Annual Meeting 2017

Listening, Learning & Linking Up: Communicating in the SDG era

OECD, 21-22 November 2017

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Day 1: Senior-Level Seminar
Venue: Room BB1, OECD Boulogne
46, quai Alfonso Le Gallo, 92100 Boulogne-Billancourt

Day 2: Members-Only Session
Venue: Room E, OECD Headquarters at La Muette
2, rue André Pascal, 75116 Paris

SENIOR-LEVEL SEMINAR
Tuesday, 21 November

8:45 Registration and Welcome Coffee

9:00 WELCOME REMARKS
Mario Pezzini
Director, OECD Development Centre

9:15 I. TWO YEARS IN: WHERE DO WE STAND ON SDG ENGAGEMENT?

HE Princess Adejoke Orelope-Adefulire
Senior Special Assistant to the President on the SDGs, Nigeria
Raising awareness for gender equality (SDG 5)

Hannah Cole
Head of Communications Unit, DG DevCo, European Commission
Development co-operation & the SDGs in Europe: state of the debate

Alison Bellwood
Director, World’s Largest Lesson, Project Everyone
Bringing the Global Goals into all classrooms

Susanna Zeko
Managing Director, The New Division
How businesses are adapting to and communicating about the SDGs

Moderator:
Bathylle Missika
Head of Partnerships & Networks, OECD Development Centre

Time flies! We are two years in to the Sustainable Development Goals.
Are citizens aware of and engaging with the SDGs? How are the Goals resonating in schools and businesses?
What lessons can we learn from two years of SDG engagement? Are the SDGs changing what we consider to be effective public engagement?
11:00 II. BETTER LISTENING IN A POLARISED WORLD: WHAT ARE PEOPLE SAYING ABOUT SUSTAINABLE DEVELOPMENT?

Jonathan Simons
Director of Research & Advocacy, Varkey Foundation

What does the future hold for Generation Z and global citizenship?

Jacqueline Théoret
A/Executive Director, Strategic Communications, International Development, Global Affairs Canada

Insights from public consultations on development policy in Canada

Nick van Praag
Director, Ground Truth Solutions

Beyond anecdotes: bringing customer perspectives into development communications

Moderator:
Richard Wike
Director of Global Attitudes Research, Pew Research Center

“Fake news”! The public debate appears to have become mistrustful and polarised. Yet, sustainable development requires hope for the future, civic participation and collaboration.

Do we really understand our audiences? What are they telling us about sustainable development and international cooperation? How can we become better listeners?

12:00 III. WORLD CAFÉ: BETTER LISTENING FOR MORE ENGAGED AUDIENCES

Facilitator:
Felix Zimmermann
Co-ordinator, OECD DevCom

Good listeners make great communicators! There are many ways to hear people’s views, online and offline. Yet, a new DevCom survey suggests that many institutions are not making the most of their opportunities to listen.

In this session organised in the World Café format, we will get to know diverse “listening initiatives”. Participants will identify good listening practices and discuss how these principles could be applied to their next communications activities and campaigns.

A. The World of Glocalities
Martijn Lampert
Research Director, Motivaction

B. The Commonwealth Youth Programme
Jonathan Andrews
I Am Able Campaign Leader, Commonwealth Youth Council
Rohit Pothukuchi, Founder & Chief Executive, Verdentum

C. MYWorld 2030
Laura Hildebrandt
Policy Specialist, UN SDG Action Campaign

Ben Fowkes
Commercial Director, Delib

13:00 Lunch

14:00 IV. KEYNOTE: EMPOWERING JOURNALISTS FOR HEALTHIER MEDIA LANDSCAPES

Aaron Sherinian
Director of Communications, Aga Khan Development Network

Moderator:
Bathylle Missika
Head of Partnerships & Networks, OECD Development Centre

Media landscape around the world are vibrant. Many journalists (many of them from younger generations) are embracing the principles of spirited debate, intelligent inquiry and principled disagreement.

How is journalism evolving? What can we learn from innovation media landscape? How can we address misconceptions and stereotypes in the global debate about development?
14:45  V. CITIZENS & THE SDGs: DIGITAL INNOVATION IN LATIN AMERICA & THE CARIBBEAN

Sandra Vibiana Cardona Lenis  
Press Secretary, Ministry of Foreign Affairs, Colombia  
Engaging citizens for peace & security in Colombia  

Leomaira Suriel  
Head of Digital Communication, Ministry of Economy, Planning and Development, Dominican Republic  

Maria del Mar Oña Hernandez  
Director for Communications, BBVA Microfinance Foundation  
Audiovisual communications & financial inclusion for the sustainable development of vulnerable entrepreneurs  

Moderator:  
Amalia Navarro  
Director of Communications, Ibero-American Secretariat  

Across Latin America and the Caribbean, institutions are finding new digital ways to communicate with citizens, seek their views and encourage them to adapt SDG-friendly behaviours.  

What are the main challenges for public & media relations in the region? How are citizens engaging with the SDGs, for example through civic innovation? How are governments and businesses engaging with “new” communities, such as young people and entrepreneurs?

15:45  Networking break

16:15  VI. SMALL GROUP DISCUSSIONS: PEER LEARNING FOR SDG COMMUNICATORS

Introduction: Experience from the #17Ziele campaign  
Julia Lehmann  
Head of Public Relations, Federal Ministry for Economic Co-operation and Development, Germany  

Facilitator:  
Laura Hildebrandt  
Policy Specialist, UN SDG Action Campaign  

Group A  
Combining stories and data to communicate SDG results  
Erja-Outi Heino, Director, Development Communications, Ministry for Foreign Affairs, Finland

Group B  
Promoting global citizenship: the contribution of donor agencies  
Soyeon Shin, Manager, Office of Public Relations & Communication, Korea Int’l Cooperation Agency (KOICA)  

Group C  
Finding citizens where they’re having fun: at cultural events  
Chiara Popplewell, Director of Public Outreach, Dep’t of Foreign Affairs and Trade, Ireland  

Group D  
Working with the private sector to engage new audiences  
Noemie Bauer, Global Corporate Social Responsibility Manager, Pernod Ricard  

Many organisations have first experiences to share about SDG communications. DevCom and the UN SDG Action Campaign want to hear about them!  

In this session, small groups will explore four different approaches to SDG engagement. They will identify lessons, success factors and challenges.  

They will also discuss how The SDG Communicator (our new online platform) can be as useful as possible to their work. You can visit the beta version at: sdg-communicator.org!

17:30  VII. WRAP UP

Final thoughts from DevCom Co-Chairs:  
Jacqueline Théoret  
A/Executive Director, Strategic Communications, International Development, Global Affairs Canada  
Anja Prodöhl  
Programme Manager, Communications, Swiss Development Cooperation  

Wrap up by:  
Bathylle Missika  
Head of Partnerships & Networks, OECD Development Centre  

17:45  Cocktail
Please note change of venue for Day 2.
This session will be held in Room E of the OECD Chateau, located at the OECD Headquarters at la Muette, 2, rue André Pascal, 75116 Paris.

9:30 Co-Chairs’ Welcome

9:45 I. DEVELOPMENT COMMUNICATIONS IN 2017: ACHIEVEMENTS & CHALLENGES

In a Tour de Table, DevCom members will share highlights of their year. What have been our main achievements and challenges? What are the big questions on our mind as we head into 2018?

Moderator:
Caroline Petit
Deputy Director, UN Regional Information Centre, Brussels

10:30 II. THEMATIC FOCUS SESSION

In this session, we will address two specific challenges on the minds of many DevCom members. In each case, we will identify major questions and principles that can help members move forward. We can also identify opportunities for members to continue sharing lessons on the issue between DevCom events.

a. Communicating about corruption

Corruption continues to play a major role in public debates about development co-operation. How do you communicate about corruption without undermining public trust?

Lead Speaker:
Malene Bøgesvang
Deputy Head of Department, Public Diplomacy, Communication and Press, Ministry of Foreign Affairs, Denmark

b. Segmenting audiences and using big data

Political parties and businesses have begun segmenting and “micro-targeting” audiences with great success. In our 2017 DevCom survey on public attitudes research, only three DevCom members said that they have used big data to inform their decisions. What are the opportunities, challenges and risks?

Lead Speaker:
Marte Lid
Senior Adviser and Campaigns Manager, Department of Communications, Norwegian Agency for Development Cooperation

Moderator:
Anja Prodöhl
Programme Manager, Communications, Swiss Development Cooperation

11:15 III. IMPLEMENTING THE 2017-2018 DEVCOM WORK PROGRAMME

Following a brief introduction by the DevCom Secretariat, members will discuss DevCom highlights in 2017 and priorities for 2018. This mid-way point in the 2017-2018 biennium will also be an opportunity to take stock of the network membership and budget.

Lead Speaker:
Felix Zimmermann
Co-ordinator, OECD DevCom

Moderator:
Jacqueline Théoret
A/Executive Director, Strategic Communications, International Development, Global Affairs Canada

11:50 IV. ANY OTHER BUSINESS

12:00 Meeting closes