Bellagio Statement on the Role of Communication in Meeting the Millennium Development Goals

Action Plan

November, 2004

ACTIONS

The following actions were proposed from this meeting:

A) Networking Actions:
- a. Establishment of a Communication for Development Network among donor and related organisations in the form of a web page (suggested to be hosted by the Communication Initiative) to share names, organograms, contacts, strategies, policies, methodologies, best practices, training, evidence and budgets with relevance to communication for development.

- b. A follow up meeting was proposed and Unicef offered to host this at a date to be determined.

- c. Joint research or cooperative arrangements in relation to:

  - i. Support for a series of impact studies mapping the evidence base for communication for development, involving Dfid, the World Bank, FAO, USAID and Unicef, the Communication for Social Change Consortium and the Communication Initiative, as well as other bilateral partners to be confirmed.
  - ii. Expansion of research in the area of Legal and Regulatory Enabling Environment is planned by USAID in cooperation with other interested donors.
  - iii. Exploration of joined up training strategies for donor officers involved in communication and media;

d. Collaboration in financing of projects (particularly related to developing long term financial self-sustainability of community and other independent media)
   i. Improving donor coordination at global and field levels
   ii. Possible collaboration in support for training programmes involving effective media management, how public service and community media can seek diversified sources of income; how small, local private media can generate advertising and sales income; audience research techniques etc..

B) Advocacy Plan (internal to agencies)
   a. Prepare a tool box on development communication
      i. For project managers (how communication can best help them); website providing support on contacts, best practices etc.
      ii. For policy team leaders and decisionmakers (provision of analysis, examples of changing attitudes, case studies demonstrating value in different sectors, implications of budget support for communication etc).

C) Advocacy Plan (external to agencies and interagency)
   a. Engagement with OECD/DAC with the aim of prioritising and mainstreaming communication within development/donor initiatives; includes engagement of senior figures within and connected to DAC including invitation to next meeting;
   b. Engagement of other partnerships, events and networks including World Congress on Development Communication, Building Communication Opportunities partners, Global Knowledge Partnership, Communication Inititative and others (as well as those present such as CFSC, Communication for Development Roundtable).
   c. Engagement with UNDP, including in relation to lobbying for a strong development communication theme within the Human Development Report; and similarly with the World Bank and the World Development Report;

       d. Engage and develop a list of respected champions to speak for role of communication in meeting the Millennium Development Goals (a list was compiled).

D) Media initiatives: A series of more specifically media related initatives were proposed:
       a. USAID and possibly joint sponsored training initiative in Morocco, Spring 2005
             i. Global meeting bringing together journalists, editors, media managers and media-sector NGOs from Eurasia, Africa, Middle East and Asia – topics included social and speciality reporting;
             ii. Technical support for an enabling environment for media:
                  1. Good practices guide and country support for pluralistic media development;
                  2. Extension of media sustainability index research to regions outside Eurasia;
                  3. Possible technical assistance to explore opening licensing opportunities for community broadcasting in some regions (e.g. MENA);
                  4. Possible interest in activities to address and generate debate on concentration of media ownership in Latin America;