

## Agenda

### **Communication and Poverty Reduction Strategies by the Year 2015: Utilizing Communication Most Effectively to Advance the Millennium Development Goals**

**Bellagio Study and Conference Center  
Bellagio, Italy**

**November 8 – 11, 2004**

**Hosted by the  
Communication for Social Change Consortium  
with support by the Department for International Development, UK**

#### **Introduction to Agenda**

*This forum belongs to the participants. We want you to own the agenda and meeting process as much as possible.*

*During the 3 days of the meeting we will engage in a process of dialogue and discovery through which we hope:*

- *To map and understand current communication approaches and common trends among bilateral agencies working on poverty reduction strategies;*
- *To analyse the obstacles that prevent more strategic and concerted funding for communication for development and communication for social change initiatives;*
- *To explore new approaches to monitoring and assessing the impact of communication investments, and to identify the gaps in such work particularly in relation to building a more compelling case for communication for development;*
- *To investigate collaborative communication strategies that will help accelerate progress toward meeting the MDGs,*
- *To determine a common vision of the practice of communication for social change and development leading up to the year 2015 – a vision that can contribute to making the MDGs reality.*

The overall meeting is structured around 3 central questions, in the following way:

**Monday-** Introductory session and getting to know each other, exploring common issues of interest, and orientation to the facility. Group dinner and after-dinner conversation.

**Tuesday -** What *communication strategies are you currently using to advance the MDGs and thereby contribute to poverty reduction?* The group will discuss specific communication strategies currently in place and how communication is supported within aid agencies.

*Wednesday – What is the future role of communication in meeting the MDGs? How can the communication work we do today be best leveraged for success in meeting the MDGs by the year 2015? What are the obstacles and challenges? Where is the new thinking and what are the opportunities and strategic markers? What evidence do we have of the impact of communication on poverty reduction?*

Here we'll look at future events, external factors impacting how communication is practiced, and new thinking around communication for development, with the aim of mapping out some future strategic markers and opportunities for action. We will particularly look at the challenge of impact evaluation and what evidence and investments are needed in order to accelerate progress toward reducing poverty by the year 2015.

**Thursday - What is your individual vision of where the field of communication for development should be headed? What is your institutional vision? How can we get there, in order to better ensure progress by 2015? Can this group work collectively toward a common vision that will move the MDGs forward? What can we do to move the field forward?**

This final day hopes to weave together the previous days' discussions into a common understanding of next steps, required action and possibly a set of recommendations.

### **MONDAY, NOVEMBER 8, 2004**

#### **ARRIVAL OF PARTICIPANTS**

Vans will leave Malpensa Airport for the Bellagio Center following the arrival of flights at 10:05 and 13:40. Please wait at the designated flight arrival gate for the driver.

<b>Facilitators:</b>	<b>Denise Gray-Felder, CFSC Consortium, and Fiona Power, DfID</b>
5:00 – 6:30 PM	Welcome, introductions, review agenda and tour the Villa Serbelloni with Denise Gray-Felder and Gianna Celli.  Short meeting with facilitators/dialogue coaches.
7:00 – 7:30 PM	Cocktails
7:30 – 9:00 PM	Dinner, Villa Serbelloni (After dinner cocktails are available in the Villa or we may walk into town.)

**TUESDAY, NOVEMBER 9, 2004:**

**The Current State: How is Communication for Development Currently Supporting the MDGs**

**Dialogue Coaches/ Facilitators: Denise Gray-Felder, CFSC Consortium, and Sina Odugbemi, DfID**

9:00 AM Why this Meeting Comes at a Pivotal Time: The Context for Change. Denise Gray-Felder, President, Communication for Social Change Consortium

9:45 AM Panel Discussions

(Each panelist is asked to discuss for no more than 10 minutes his/her organization's vision of the role of communication in meeting the MDGs. Each person should address his/her organization's communication strategies, priorities, structures and systems for accelerating progress toward meeting the MDGs. Discussion will follow each panel.)

Panel 1: The UK and Dutch Perspectives

Sina Odugbemi and Fiona Power from DfID  
Henk Molenaar, DGIS

10.45 AM Break

11.00 AM Panel 2: The Swedish, Swiss and Finnish Perspectives

Peter Erichs, Swedish International Development Cooperation Agency;  
Gerolf Weigel, Swiss Agency for Development Cooperation; Christian Sundgren, Finnida

12.30 PM BREAK FOR LUNCH

2:00 PM Panel Three: The U.S. Perspective

Mark Koenig, USAID; Max Finberg, US Ambassador UN Agencies (Food and Nutrition)

3:00 PM How Can We Most Effectively Utilize Communication to Accomplish the MDGs: Meeting Current Challenges, Opportunities and Partnerships - a moderated group discussion. Pulling together common threads and observations.

4:30 PM Tea break

4:45 PM Summary of day's discussion by rapporteur; James Deane, CFSC Consortium

**WEDNESDAY, NOVEMBER 10, 2004:**

**Common Principles and Practical Outcomes**

**Dialogue Coaches/Facilitators: Muthoni Wanyeki, FEMNET and CFSC Consortium, and Henk Molenaar, DGIS**

- 8:45 AM New Agenda and Reflection on Direction
- 9:00 – 10:30 AM Partnerships, Collaborations and Multi-Agency Approaches: Paving the Way Forward Across Agencies: A Look at Lessons Learned from Working Together.
- Clare O’Farrell, FAO, and Kwame Boafo, UNESCO, and Helen Gillman, International Fund for Agricultural Development, discussing the UN Communication Roundtable meeting. Lucia Grenna, World Bank, will discuss the upcoming Communication Congress.
- 10:30 AM Break
- 10:45 – 11:15 Poverty Reduction Strategic Plans: Is there room for innovative communication partnerships? Plenary discussion with Sina Odugbemi providing overview.
- 11:15- 12:30 Innovative Community-Based Approaches including Communication for Social Change and Communication from a Human Rights perspective.
- Alfonso Gumucio, CFSC Consortium; Kreszentia Duer ,World Bank Institute; Neil Ford, Unicef.
- 12:30 PM LUNCH
- 14:00- 15:15 Building the case for Communication for Development: Finding evidence, assessing impact and advocating for increased support
- Heidi Larson, Unicef; Fiona Power, DfID and James Deane
- 15:15-15:30 Break
- 15:30-17:30 Toward a Shared Commitment: Group discussion of common principles and collaborative efforts moderated by Jim Hunt.
- 17:30 Close

19:00 Cocktails in Villa Serbelloni

19:30 Dinner in the Villa

**THURSDAY, November 11, 2004**  
**Communication and the MDGS : The Way Forward**

**Dialogue Coaches/Facilitators: Jim Hunt and Christian Sundgren, Finland**

*Discussion Question: How can we work together to produce a common vision of how communication can better contribute to progress toward the Millennium Development Goals?*

9.00 – 12:00            Continue Discussion of collaborative efforts, principles and evidence/impact. The way forward.

12:00                    Closing Comments

12:30                    Adjourn and Lunch

**The Consortium will provide transportation back to Malpensa Airport on Thursday afternoon and Friday morning for departing conferees.**