Enabling dialogue. Building trust.

DevComm
External Affairs Vice Presidency

Development Communication Division

Bellagio 2005
1. The Development Communication Division

2. The World Congress on Communication for Development

3. The Role of Partnerships
Development Communication Division (DevComm) - Mission:

- Promote stakeholders’ participation in and ownership of WB’s development work – to achieve the Millennium Development Goals (MDGs)
- Promote stakeholders empowerment to ensure their meaningful participation in WB’s financed programs
- Strengthen WB’s staff and clients’ capacity to effectively use communication – for greater impact and sustainability of development work
- Promote good governance through transparency and accountability

“Communication and the Millennium Development Goals” – Bellagio, November ‘05
Challenges faced by Communication for Development

- How to incorporate communication in development policies and practices
- How to provide an opportunity for dialogue among and between stakeholders
- How to reach decision-makers and donors
- Professionalization of its principles and criteria
We are currently working on...

- Providing a space for a broader interaction among stakeholders
- Building a platform for a Global Alliance/partnership to address Communication for Development (CD) on a broader perspective:
  - Identification of Partners
  - Funding
  - Governance issues
  - The World Congress on Communication for Development as a springboard for a Global Alliance
1. The Development Communication Division

2. The World Congress on Communication for Development

3. The Role of Partnerships
Overall Goal:
To demonstrate to and promote among policymakers, practitioners, and other actors, the centrality of Communication for Development in achieving the MDGs.

Participants:
- Decision Makers
- Practitioners
- Academia

"Communication and the Millennium Development Goals" – Bellagio, November ’05
The World Congress on Communication for Development

Objectives:

1. Exchange knowledge and experiences in CD
2. Profile the richness and diversity of CD’s works
3. Promote a common understanding on how CD is defined, conceptualized, and applied
4. Demonstrate the effectiveness of CD through case-studies and testimonials
5. Create a platform for a Global Alliance/partnership to systematically support CD
6. Create an inter-disciplinary forum on effective CD practices and approaches

“Communication and the Millennium Development Goals” – Bellagio, November ‘05
The World Congress on Communication for Development

Draft Logo

WCCD
First World Congress on Communication for Development

Rome 05'2005

"Communication and the Millennium Development Goals" – Bellagio, November ‘05
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3. The Role of Partnerships
DevComm-FAO Partnership

Objectives:

- To promote the systematic use of CD methods and tools in projects and development policies
- To offer a framework for inter-agency and multi-donor cooperation
- To support knowledge-exchange and policy support in CD such as assessments, strategies, policy papers, and knowledge management
- To advocate and network by facilitating the cooperation between key-players of development agencies, decision makers, and regional communication centers

“Communication and the Millennium Development Goals” – Bellagio, November ‘05
Creation of a Global Alliance/ partnership for CD – Main Issues –

How to:
- Set priorities in a field where Global Alliances have mushroomed
- Link the Global Alliance and CD to the MDGs

Governance Issues:
- Vision
- Goals
- Resources
- Monitoring and Evaluation
- Accountability
Global Alliance/ partnership (cont.d)

Governance structure:
- Externally Managed
- Internally Managed
- Arm's length Secretariat

Management:
- Linking the Global Alliance to WB and other donors’ global policy cycle
- Strategic design for the Global Alliance
- Establish objectives
- Contribute to achieving MDGs
- Define and present CD as a global public good
Global Alliance/ partnership (cont.d)

Funding:
- WB's budget
- Development Grant Facility (DGF)
- Trust funds
- Donor co-financing
- Global Public Goods Fund (GPGF)
- Other partners’ budget

Governance Trade-Off:
- Operational processes are usually determined by country-level concerns but donors’ agenda have often a global dimension/ objective
- How to integrate the two dimensions.
Thank You!

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