DevComm

External Affairs Vice Presidency

Enabling dialogue. Building trust.

Development Communication Division

Bellagio 2005

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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

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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

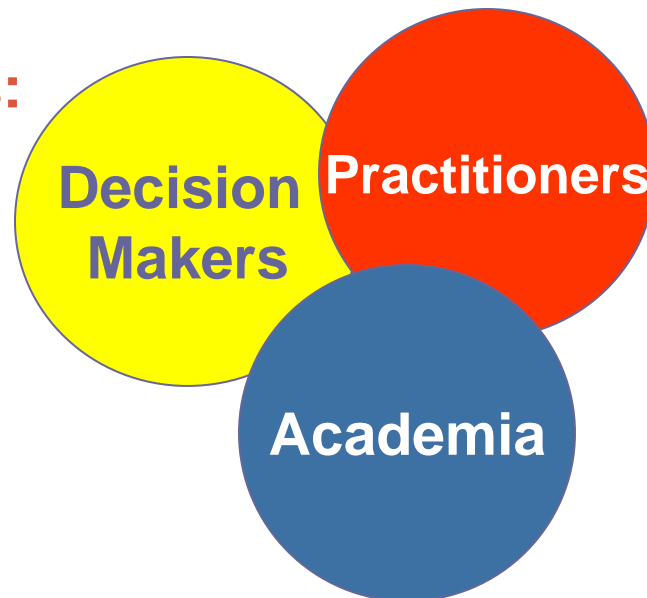**The World Congress on Communication for Development as a springboard for a Global Alliance**

1. The Development Communication Division

2. The World Congress on Communication for Development

3. The Role of Partnerships

The World Congress on Communication for Development (WCCD)

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

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**

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The World Congress on Communication for Development

Draft Logo

WCCD

First World Congress on
Communication for Development

Rome 05'2005

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1. **The Development Communication Division**

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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 co-operation**

- **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**

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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**

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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*

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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.**

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Thank You!

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