

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

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

**Contribution to Panel 2: The Swiss Perspective**

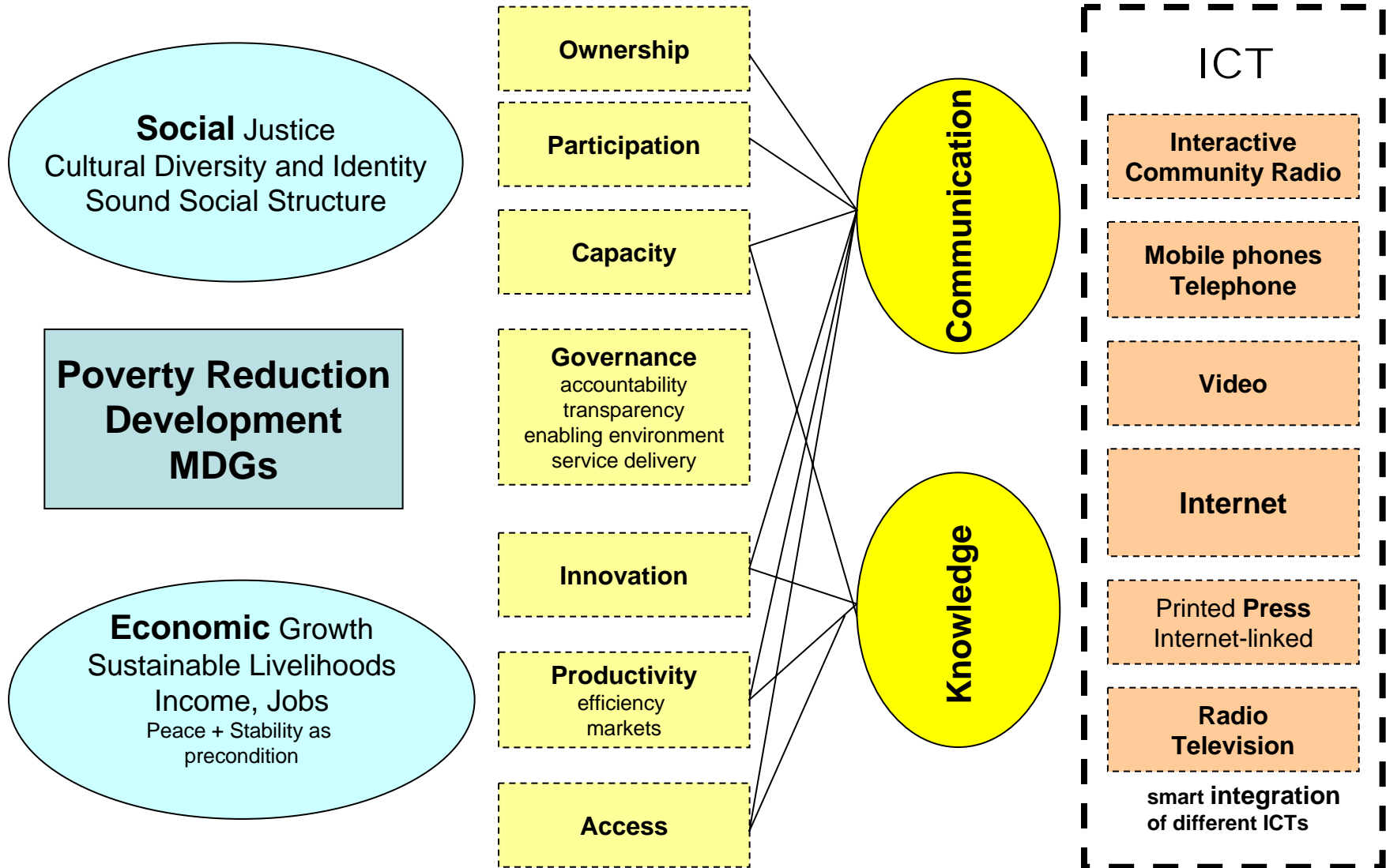
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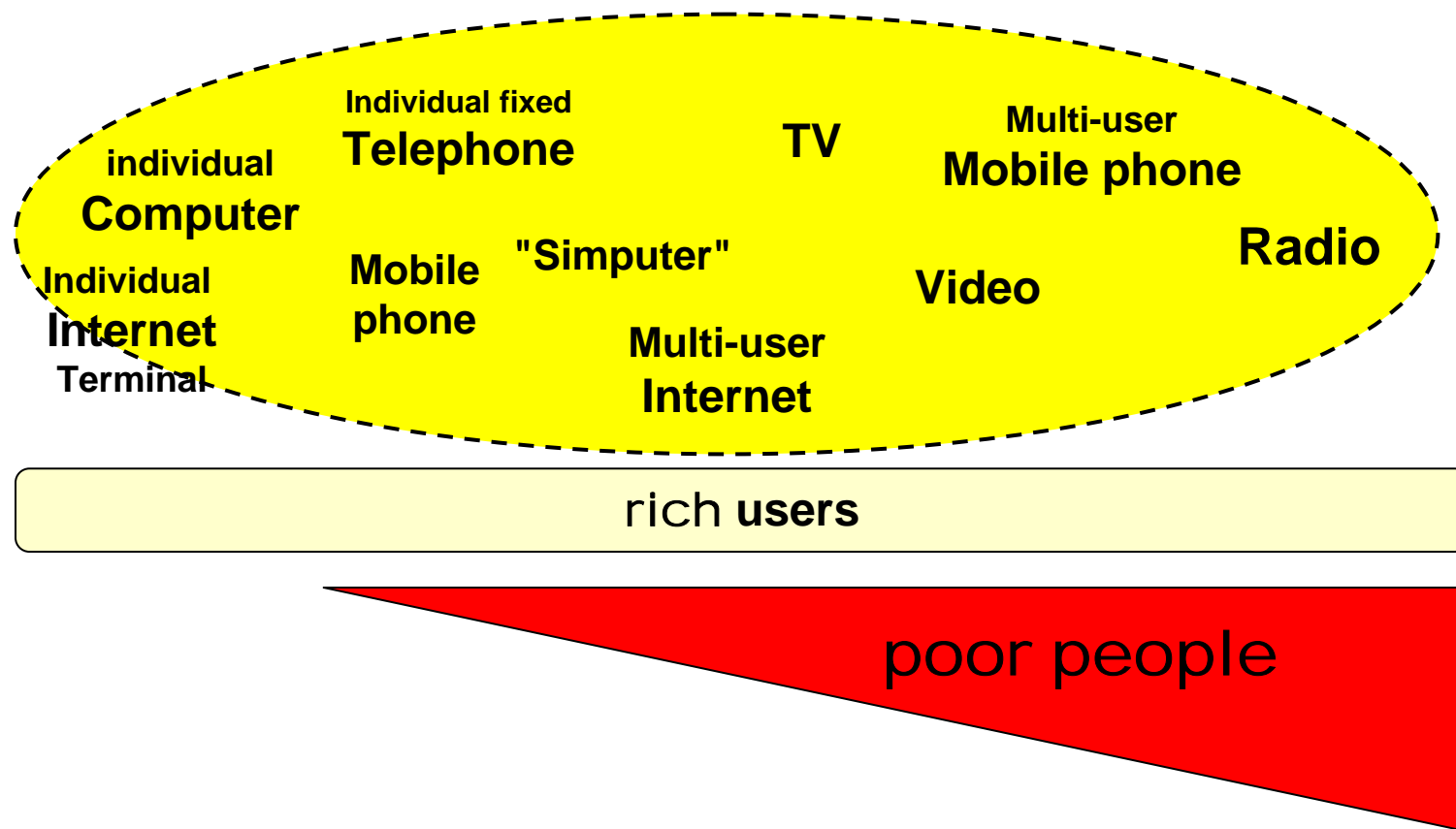
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# Knowledge, Communication and Development



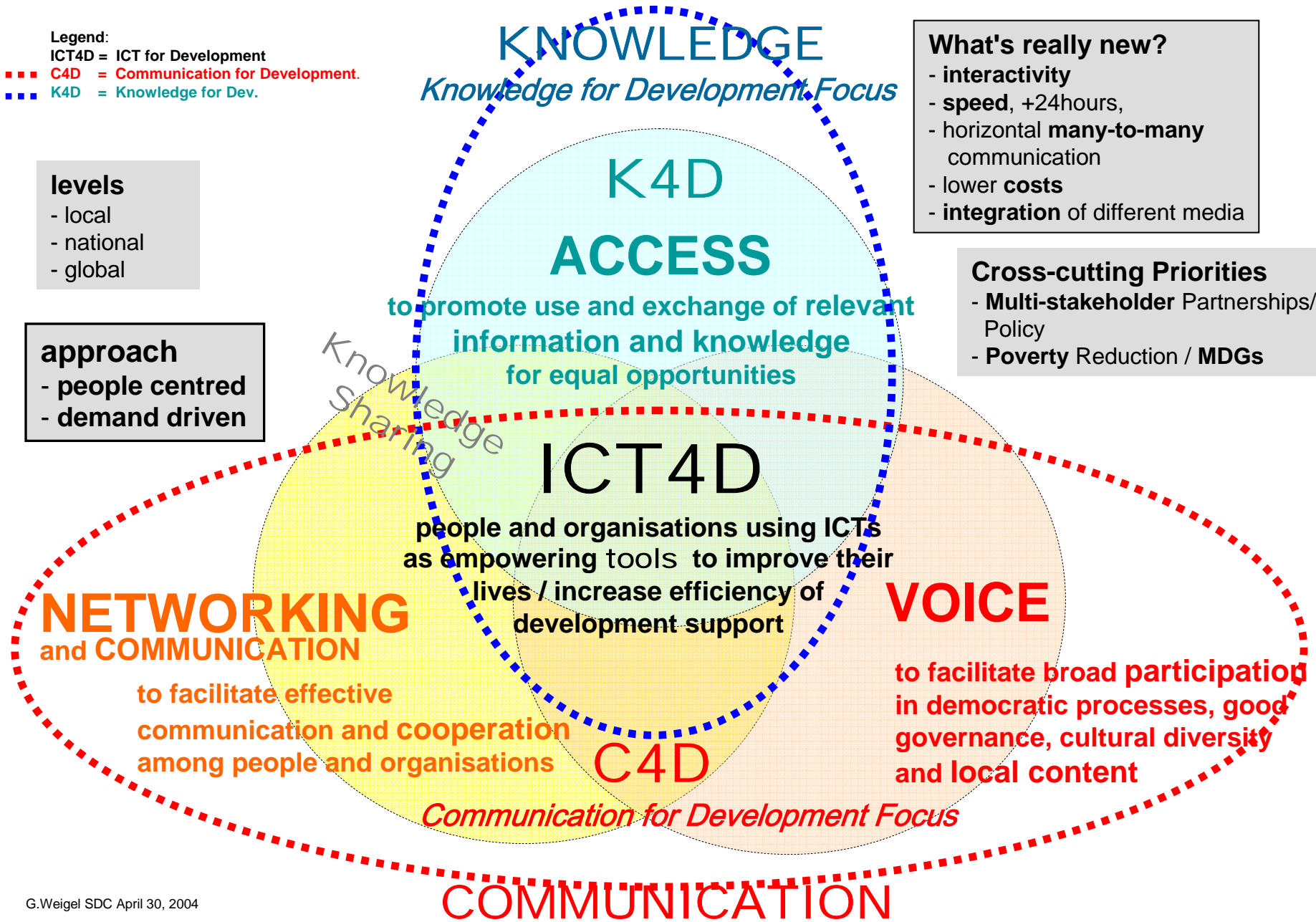
**Fig. 1:** ICT for Development: Range of Technologies and Users Relevance



**smart integration** of new with more traditional technologies as a **tool** for development

ICT Definition: The term “**Information and Communication Technologies**” (ICT) refers to **technologies designed to access, process and transmit information**. ICT’s encompass the full range of technologies – **from traditional**, widely used devices such as **radios, telephones or TV**, to more sophisticated tools like **computers or the Internet**. The mix of **technologies** used should be determined mainly by the specific local **context and demand**

Fig. 2: ICT for Development: Key Dimensions and Main Goals (SDC)



## Further information

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Weigel, G., Waldburger, D. (editors) (2004) **"ICT4D – Connecting People for a Better World. Lessons, Innovations and Perspectives of Information and Communication Technologies in Development"**. Published by the Swiss Agency of Development and Cooperation (SDC) and the Global Knowledge Partnership (GKP). Berne, Switzerland.

**online version** (with regularly updated references):

[www.globalknowledge.org/ict4d](http://www.globalknowledge.org/ict4d)

=> Chapter "ICT4D Today ...": page 17 ff

=> Communication for Development: page 133 ff

**SDC web:**

[www.deza.ch/ict4d](http://www.deza.ch/ict4d)

[www.oecd.org](http://www.oecd.org):

**OECD-DAC / SDC BILATERAL DONOR AGENCIES MEETING. *Knowledge and People-Centred Communication: Potentials and Pitfalls for Poverty Reduction and Advancements of MDGs***

***Geneva, Switzerland, 1 September 2004***

# SDC's "Poverty Reduction Strategy (PRS)" - Mission Statement

[ => *communication for development dimension highlighted in red* ]

## 1. Importance

### Primary frame of reference

The SDC considers the Poverty Reduction Strategy PRS(\* \*\*), as the primary frame of reference and process in fulfilling its main mandate, the sustainable reduction of poverty. **Broadly based, democratically developed** and implemented, national PRS are seen by SDC as the central strategy and the **political process** of achieving the Millennium Development Goals in developing and transition countries.

### Analytical point of reference

The SDC considers the PRS as an important analytical **structure for i) the evaluation and assessment of development activities** in a particular country, ii) **two-way learning** in the sense of North-South and South-South learning partnerships.

### Legitimation and anchorage

The SDC gives the **highest importance to the legitimation of the PRS based on broad, democratic participation**. Legitimation is achieved by incorporating representative groups, organizations and institutions in the development, implementation, monitoring and evaluation of the PRS. PRS countries are **primarily accountable to their own people**.

# SDC's "Poverty Reduction Strategy (PRS)" - Mission Statement (contd. 2)

*[ => communication for development dimension highlighted in red ]*

## **Contribution to the qualitative improvement of PRS**

The SDC allocates its contributions based on a **qualitative analysis** of the PRS. Should shortcomings be identified, the **SDC supports the national partners to improve such deficiencies** and in doing away with it. Standing aside and insisting on its own program independent of the PRS is no option.

## **Potential for improved donor harmonization**

A key strategy in improving the effectiveness of international cooperation is donor harmonization. For the SDC, **PRS processes can, through harmonization, potentially make development partnerships more efficient and effective**. This is a precondition to achieving the Millennium Development Goals.

# SDC's "Poverty Reduction Strategy (PRS)" - Mission Statement (contd. 2)

[ => *communication for development dimension highlighted in red* ]

## 2. Areas of SDC support

The SDC's limited resources require it to give selective support to the PRS which gives it the opportunity to develop specific competencies in selected PRS sub-topics. In this way the SDC gains a clear profile. It has committed itself primarily in five PRS fields:

- **1.- General policy dialogue:**

The SDC takes part in general PRS policy dialogue in its priority countries. Whenever possible this dialogue takes place with like-minded partners with the aiming at on sustainable, equitable economic growth which is relevant to poverty reduction. An SDC's comparative advantage arises from its long experience in the field, including the experiences of Swiss NGOs.

- **2.- PRS participation and legitimation:**

The SDC supports and initiates mechanisms to strengthen the role of parliaments, of a legitimate civil society and of the private sector with the aim of strengthening democratic processes, good governance and empowerment.

- **3.- Support for PRS sectors:**

The SDC supports those sectors in its priority countries, which are essential to the achievement of PRS objectives and rely on the comparative advantages of Switzerland. It analyzes particularly the ability to finance the PRS. The SDC contribution can take the form of project, program or budgetary assistance. In countries already receiving sectoral budgetary assistance by SDC or where there are special reasons for doing so, SDC can support national budgetary matters by way of general budget assistance. In this case, the SDC coordinates with **seco** in deciding its contribution



# SDC's "Poverty Reduction Strategy (PRS)" - Mission Statement (contd. 4)

[ => communication for development dimension highlighted in red ]

## 4.- PRS monitoring:

SDC has wide experience in project-planning, -monitoring and –evaluation, skills which it uses to good effect especially in the field of **participative monitoring of PRS impact.**

## •5.- Knowledge development and learning on national and international levels:

The SDC **promotes training and learning at the national and international levels with the aim of improving the effectiveness of PRS implementation** in individual countries. The required analytical capacities to do this are developed within SDC. Nationally developed PRS knowledge and learning are systematically and actively raised to the international level. The SDC intends to strengthen the relevance of national poverty reduction strategies through strategic partnerships with the Bretton Woods Institutions, the UN system, the DAC and other internationally recognized forums.

# SDC MDG Policy: C4D Dimension

3) Die DEZA fördert aktiv die Verankerung der MDGs in der Politik, Wirtschaft, Medien und der Öffentlichkeit und sie setzt sich für den Einbezug von Wirtschaft und Zivilgesellschaft in die gemeinsame Entwicklungsverantwortung ein.

**SDC actively promotes the rooting of the MDGs in politics, economy, media and public and promotes the involvement of the private sector and civil society**

# ICT for Development / Communication for Dev in SDC

=> SDC ICT4D Concept (in 2005)

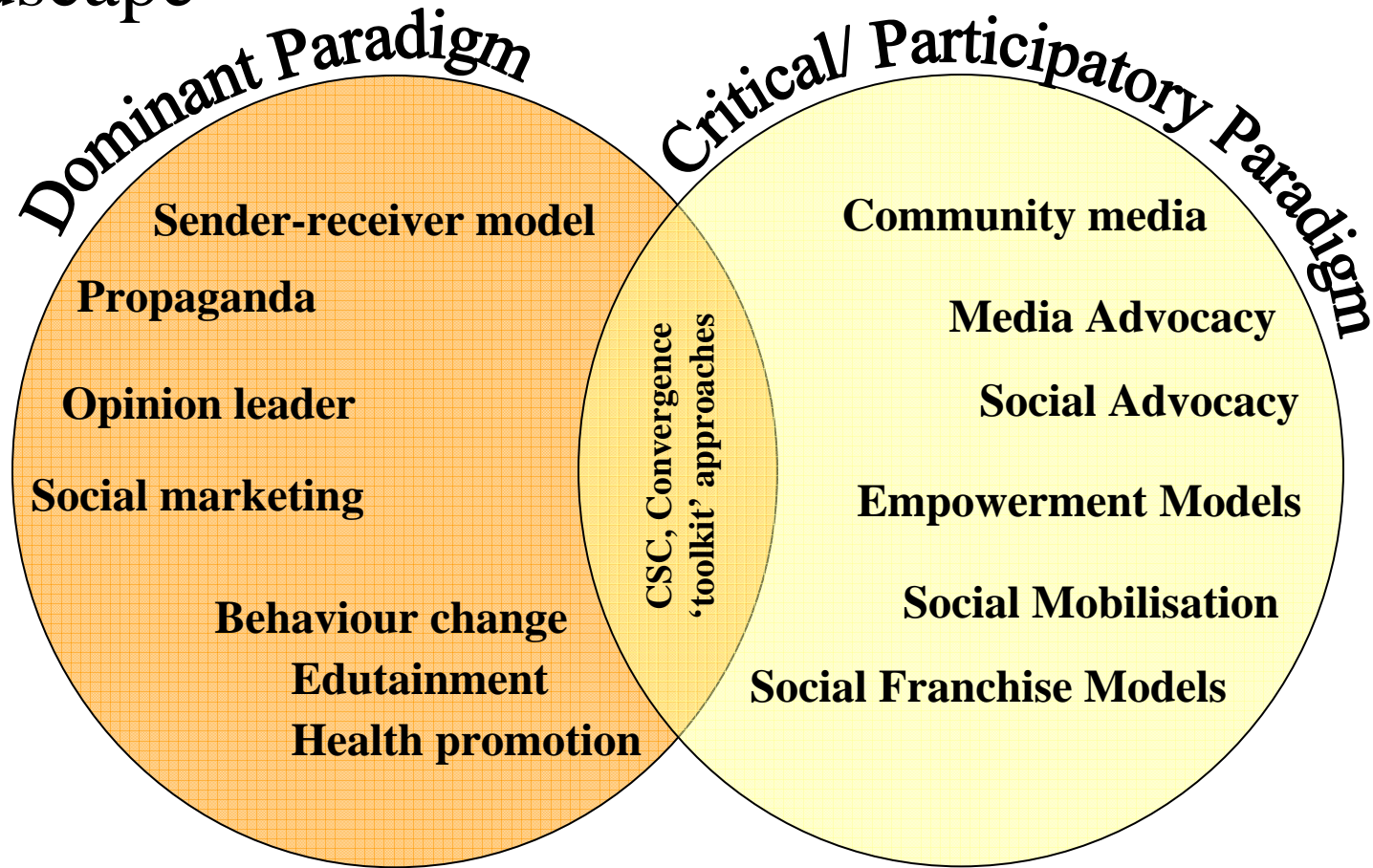
Basis for mainstreaming

- Country Level Programmes (dev, transition, humanit.)
- Multilateral & Policy Dept.:
  - ICT4D Division => Focal Unit, promoting mainstreaming, WSIS, MDG / M+5, WEMF, UN ICT TF, GeSCI, CMC, Partnerships w. IICD, OWI, OWSA, APC, Panos, MSSRF etc.
- Thematic Governance Division (Media and Governance)
- Themat. Knowledge and Learning

**SDC – OneWorld International / OW South Asia  
=> C4D Concept development process:**

***work in progress***

# Development Communications' Conceptual Landscape



**Problem: lack of knowledge**  
**Solution: Knowledge Transfer**

**Problem: lack of participation**  
**Solution: Empowerment**

## **C4D Vision**

*Empowerment of the poor and marginalized through effective communication to secure social justice and equality.*

## **C4D Guiding Principles**

- Participatory and inclusive
- Accountable, credible and trustworthy content
- Culturally and contextually relevant
- Broad, accommodating and flexible

## **C4D Priorities of action**

- Building capacity [use of tools, content production, dissemination]
- Sharing of resources for C4D
- Coalitions and collaboration, advocacy and lobbying for C4D
- Need to prioritize reverse flow of communication

## **Social aspect of C4D Tools**

- Technology used should be appropriate [eg language software]
- Content localized
- Sensitive to local norms and culture

## What is C4D?

- It is a way of communicating development
- It is ‘people-centred’ communication
- It promotes and elaborates on people’s own development needs, perspectives and aims
- It is ‘content’ that is contextual; in language and topic
- It is not at its inception mediated by external communicators
- It utilizes traditional, new [ICTs] and convergence communication tools
- It is interactive, speedy and innovative
- It is local, national, regional and global
- It is a communication cycle: aim - choice of tools - voice/expression – networking - impact/influence - and back to aim

**traditional**

- letters & telephone
- meetings

**new**

- email, newsgroups & listserves
- interactive websites
- radio

**convergence**

- alternative distribution of online, video & audio content

**traditional**

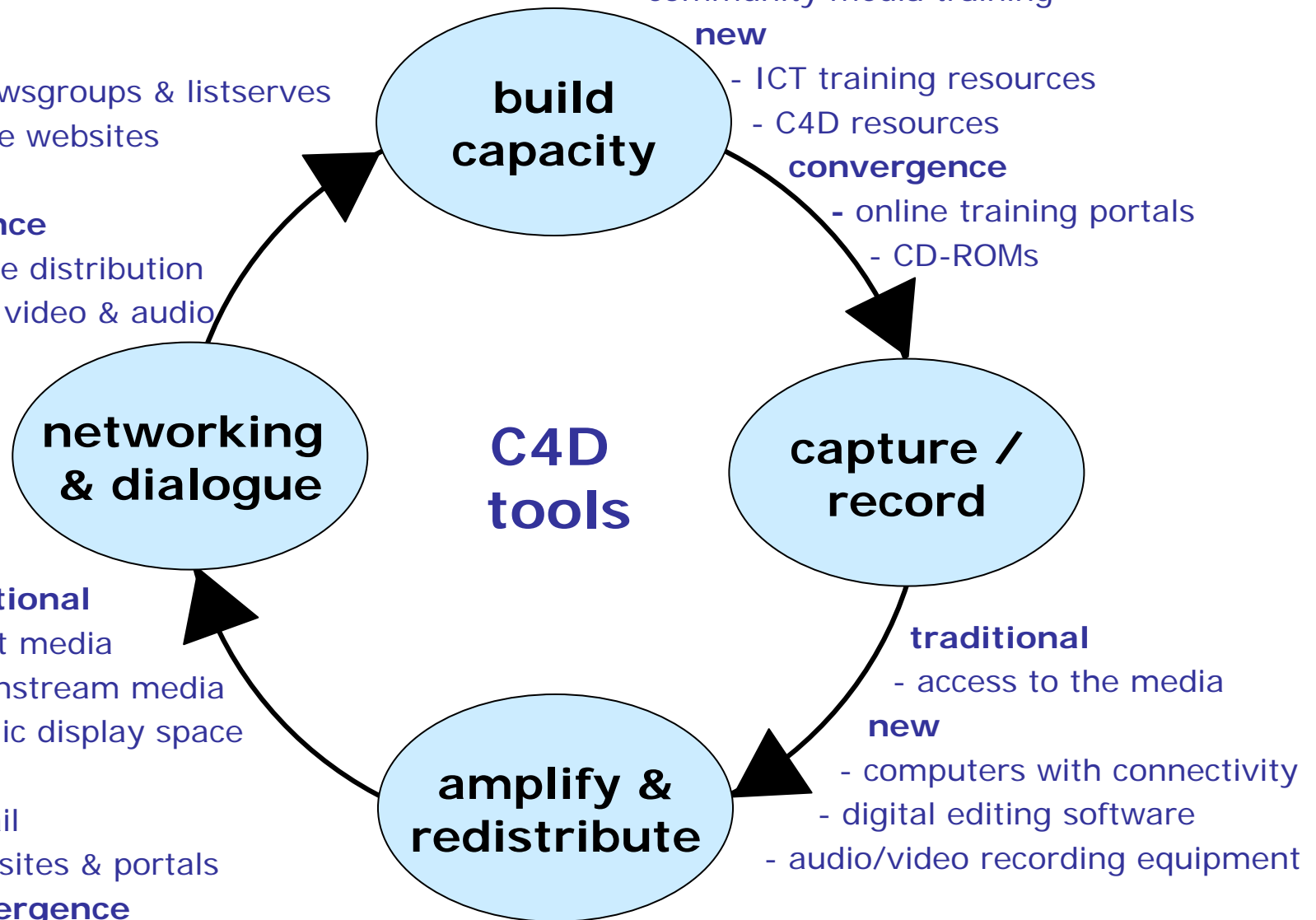
- community media training

**new**

- ICT training resources
- C4D resources

**convergence**

- online training portals
- CD-ROMs



**traditional**

- print media
- mainstream media
- public display space

**new**

- email
- websites & portals

**convergence**

- access hubs
- email/online content to newspapers & broadcasters

**traditional**

- access to the media

**new**

- computers with connectivity
- digital editing software
- audio/video recording equipment



## **Conclusion ‘ Enabling C4D :**

- Must be inclusive and fully participatory
- People need to be aware of their communication potential and rights
- Vital media freedoms
- Requires a ‘listening society’
- Distribution needs to be effective
- Credibility of the communication crucial

### **Support:**

- Advocacy for C4D
- Awareness raising for C4D practitioners
- Capacity building
- Access to tools
  
- Support for re-distribution

## **Enabling C4D – Recommendations**

- International and regional networking for C4D advocacy
- Sharing and highlighting C4D capacity building and production resources
- Sharing of best practice / demonstration effect
- Support for intermediaries [training, re-distribution]
- Improving grassroots access and connectivity

Thank you