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

Bellagio Study and Conference Centre
Bellagio, Italy

November 8 – 11, 2004

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

By Gerolf Weigel,
Head of Division
ICT4D – ICT for Development
Swiss Agency for Development and Cooperation (SDC) - Switzerland
Knowledge, Communication and Development

**Social**
Justice
Cultural Diversity and Identity
Sound Social Structure

**Poverty Reduction**
Development
MDGs

**Economic**
Growth
Sustainable Livelihoods
Income, Jobs
Peace + Stability as precondition

**Knowledge**
Communication
Ownership
Participation
Capacity
Governance
accountability
transparency
enabling environment
service delivery
Innovation
Productivity
efficiency
markets
Access

**ICT**
Interactive
Community Radio
Mobile phones
Telephone
Video
Internet
Printed Press
Internet-linked
Radio
Television
smart integration
of different ICTs
**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.

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

**Fig. 1**: ICT for Development: Range of Technologies and Users Relevance
Fig. 2: ICT for Development: Key Dimensions and Main Goals (SDC)

Legend:
- ICT4D = ICT for Development
- C4D = Communication for Development
- K4D = Knowledge for Development

Key Dimensions:
- ACCESS
  - to promote use and exchange of relevant information and knowledge for equal opportunities
- KNOWLEDGE
  - Knowledge for Development Focus
- ICT4D
  - people and organisations using ICTs as empowering tools to improve their lives / increase efficiency of development support
- C4D
  - Communication for Development Focus
- K4D
  - Knowledge for Development Focus
- VOICE
  - to facilitate broad participation in democratic processes, good governance, cultural diversity, and local content

Levels:
- local
- national
- global

Approach:
- people centred
- demand driven

What's really new?
- interactivity
- speed, +24hours,
- horizontal many-to-many communication
- lower costs
- integration of different media

Cross-cutting Priorities
- Multi-stakeholder Partnerships / Policy
- Poverty Reduction / MDGs

What's really new?
- interactivity
- speed, +24hours,
- horizontal many-to-many communication
- lower costs
- integration of different media
Further information

ISBN 3-03798-065-6


online version (with regularly updated references):
www.globalknowledge.org/ict4d

=> Chapter "ICT4D Today ...": page 17 ff
=> Communication for Development: page 133 ff

SDC web:
www.deza.ch/ict4d

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.
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.
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.
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 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

Dominant Paradigm
- Sender-receiver model
- Propaganda
- Opinion leader
- Social marketing
- Behaviour change
- Edutainment
- Health promotion

Critical/Participatory Paradigm
- Community media
- Media Advocacy
- Social Advocacy
- Empowerment Models
- Social Mobilisation
- Social Franchise Models

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

---

build capacity

---

networking & dialogue

capture / record

---

c4d tools

amplify & redistribute

---

traditional
- print media
- mainstream media
- public display space

new
- email
- websites & portals

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

---

SDC – OneWorld International / OW South Asia
=> C4D Concept development Discussion Paper
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