

DevCom in 2021-2022

Activity Report on the
2021-2022 Work Programme of the
OECD Development Communication Network

December 2022

Highlight: 2022 DevCom Annual Meeting

Managing Global Development Communications

Paris, 6-7 October 2022
Hosted by Agence Française de Développement (AFD)

DAY 1

Panel - Development in a New Geopolitical Landscape: What has changed for communicators?

"Speed-Dating" Sessions

Keynote by *Rémy Rioux*, General Director, AFD

Public Attitudes Insights – What People Think and Feel About International Co-operation?

Peer-Learning Workshops

Round 1 - Managing Resources

- A. Securing a communications budget
- B. Managing content overload
- C. Communicating in partner countries
- D. Setting up a communications team

Round 2 - Managing Relationships

- E. Collaborating with colleagues
- F. Engaging with the Media
- G. Partnering with civil society
- H. Engaging the private sector

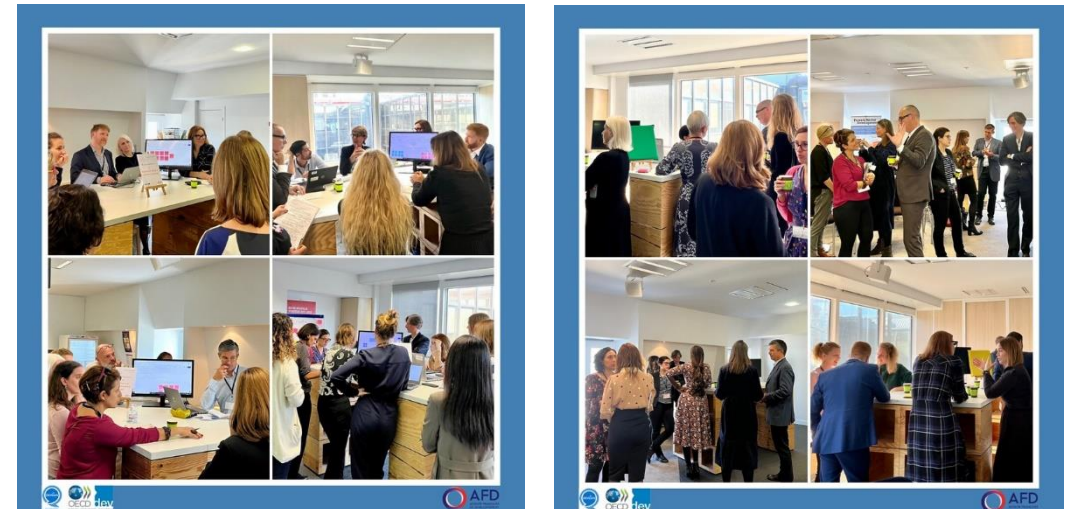
DAY 2

Campaign Corner – Promoting Green Action Together & Preparing COP-27

Next Steps – Sharing Ideas & Defining Priorities for DevCom 2023-2024



Our first *in-person* Annual Meeting since 2019 !



60 participants
30 institutions
20 countries

Thematic Focus #1: Health Vaccines & Global Solidarity

Analysis & Advice

Key Event

May 2021

DevCom Zooms In.
Vaccines & Global
Solidarity after COVID



Vaccine equity: the best opportunity ever to show that co-operation works?

Here is a primer for development communicators, with data, debates and recommended readings on vaccine equity



Event Summary: 5 Ideas for Communicating on Vaccine Equity & Global Solidarity

On 4 May, the DevCom community discussed the vaccine roll-out and shared ideas on how to promote global solidarity post-COVID.

Peer learning



#COVIDPositiveStories in Nigeria – Drawing inspiration from a crisis

In this campaign, enterprising young Nigerians explain how they are fighting the COVID-19 pandemic and its impacts.



Communicating Today for a #HealthierTomorrow

Following World Health Day 2022 and drawing lessons from the Covid pandemic, we look at how communications can encourage behavioural change.

Thematic Focus #2: Communicating on Climate & Development

Key Events


March 2021

DevCom Zooms In.
Promoting Climate Action
Together: The Green Recovery

May 2022

Special Event.
Africa's Agency &
The Green Transition


Analysis & Advice



CAMPAIGNS COMMS GUIDANCE NARRATIVES

Communication Tips for COP-26

Ahead of COP-26, here are 5 ways development communicators can become climate activists.



COMMS GUIDANCE NARRATIVES

For the COP-27 Climate Summit: A New Story on Africa & Climate Action

Are we telling the full and fair story about Africa and the climate crisis? This blog presents the problem with current narratives and explores how we can promote both climate action and Africa's development prospects.

Post co-authored with [Africa Communications Week](#)

Thematic Focus #3: Migration Messaging in Development Co-operation

Key Event

June 2022

**DevCom Zooms In.
Migration Messaging in
Development: Getting
our Stories Right**

**Analysis &
Advice**



Thematic Focus #4: Communicating for Gender Equality

Key Event

June 2022

Coffee Break.
Comms for Gender
Equality: Campaigns for
International Women's Day

Peer learning



Guest blog from the European Investment Bank

Communicating for Gender Equality

On 8 March, let's collaborate to make **International Women's Day 2022** a great success!

**A webpage with dedicated resources
on the SDG Communicator**

Regional Focus: Communicating in and on Africa

November 2021

DevCom Zooms In.
Communicating in and on
Africa: Shifting the Narrative

March 2022

Special Focus Group.
Promoting Solutions
Communications in and on Africa

May 2022

Special Event.
Africa's Agency &
The Green Transition

AFRICOMMSWEEK 2022

AFRICAN AGENCY ON THE GLOBAL CLIMATE STAGE:
What role for strategic communication?

23 May 2022
16:00 – 17:30 (GMT+2)

#AFRICOMMSWEEK
AFRICACOMMUNICATIONSWEEK.COM

UN OECD africa communications week

AfricaCommsWeek 2022: May 2022 event on YouTube

COMMS GUIDANCE | NARRATIVES

For the COP-27 Climate Summit: A New Story on Africa & Climate Action

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Peer Learning with DevCom Members & Partners

April 2022

DevCom Zooms In.
How's Life in Latin America?
Public Attitudes & Open
Government Communications

Coffee Break.

Meeting a DevCom Member:
Australia's Department of
Foreign Affairs & Trade

June 2022

**Joint Event with the Ministry of
Foreign Affairs of Iceland.**

Communicating on Development in the
Nordic-Baltic Region

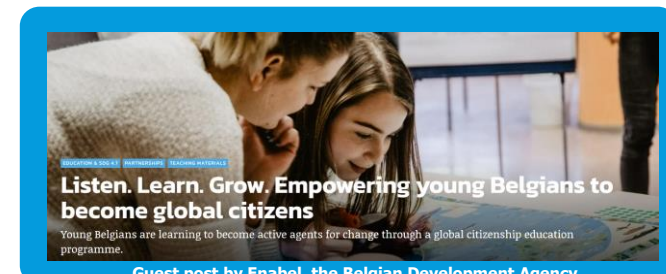
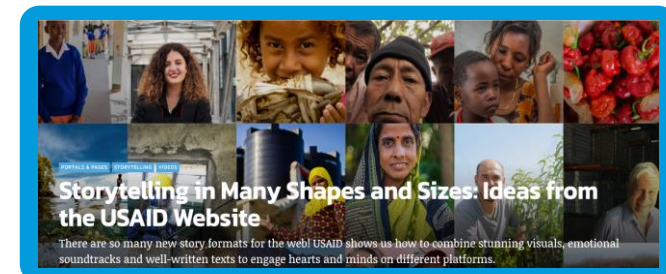
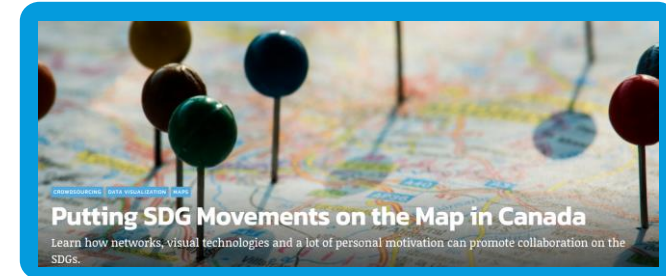
Special Event.

DevCom Meet-Up in Brussels at the
European Development Days

December 2022

**Workshop organised in partnership
with the Ministry of Foreign Affairs
and International Cooperation of
Italy.**

Campaigning for the SDGs: Lessons
learned & successful stories for a more
sustainable future



Mastering the new Media Landscape

February 2021

DevCom Zooms In.
The Power of Audio Storytelling

April 2021

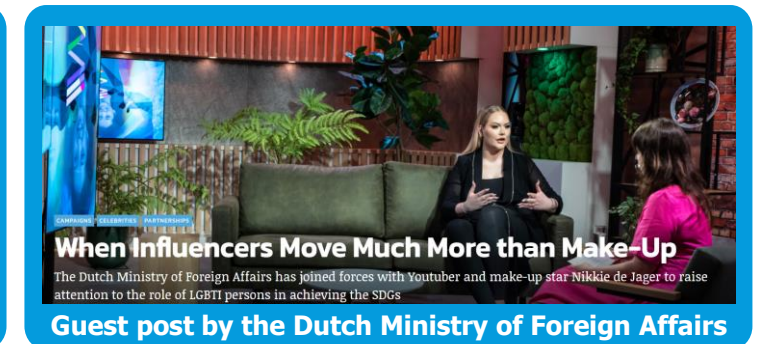
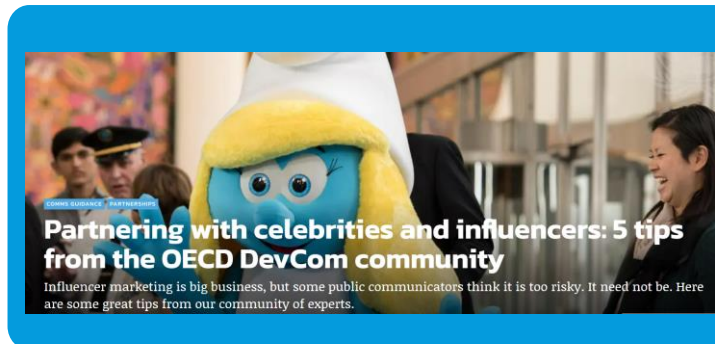
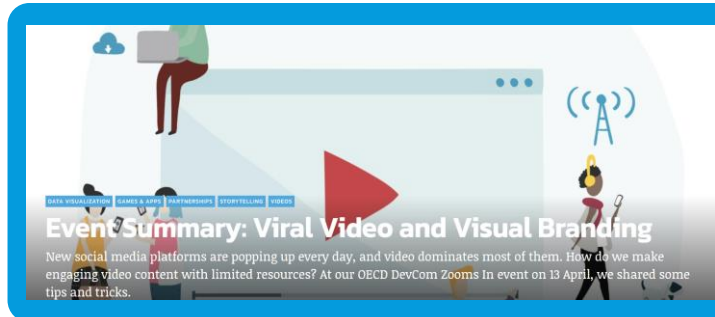
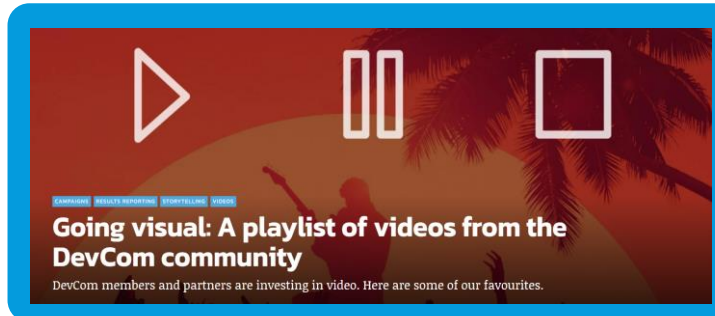
DevCom Zooms In.
Viral Video & Visual Branding
Trends in 2021

September 2021

DevCom Zooms In.
Partnering with Celebrities & The
Entertainment Industry

June 2022

Coffee Break.
Results Reporting in 2022:
Trends in Annual Reports & Platforms



2021-2022: DevCom in numbers

28

EVENTS

Our events connect communicators. They share lessons, find partners and learn about trends in policy and comms.

With around

400

PARTICIPANTS

in DevCom events since early 2021.



Addressing Our Strategic Challenges

September 2021

Coffee Break.

DevCom Meeting on Afghanistan

December 2021

DevCom Zooms In.

Communicating about Risk & Corruption in Development Work

February 2022

DevCom Zooms In.

Coordinating with Country Offices

Coffee Break.

Partnering with Traditional Media

March 2022

Coffee Break.

Conflict & Geopolitics

July 2022

DevCom Zooms In.

Fighting Digital Disinformation:
What Role for Development Co-
operation and Communication?

December 2022

DevCom Zooms In.

Partnering with the Media

27 Stories on the SDG Communicator



Under-5 mortality rate
(Per 1000 live births)

Navigating the statistical seas: the SDG Tracker in Bangladesh

The Bangladesh Bureau of Statistics helps citizens stay up to date with this one-stop digital data resource.



CAMPAGNS | COMPETITIONS | CULTURE & EVENTS

The SDG Action Awards 2020 – Celebrating Great Initiatives for a Better World

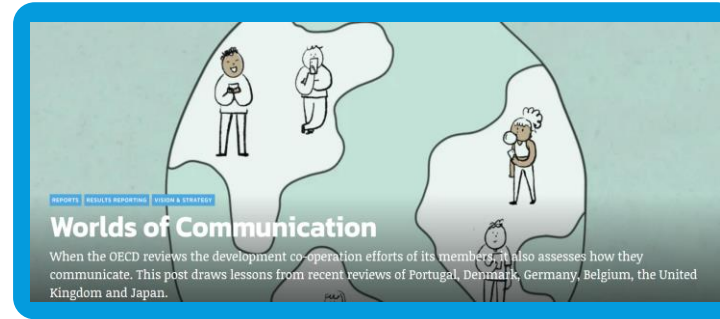
Want to be inspired and see what the future holds? Meet the winners and finalists of the SDG Action Awards, making change happen and generating useful lessons for us communicators.



CAMPAGNS | MATERIALS

#TurnItAround – It's the Global Week to #ACT4SDGs!

On the sixth anniversary of the SDGs, help activate 100 million people for the goals. Here are some campaigns you can get behind this week.



REPORTS | RESULTS REPORTING | DESIGN & STRATEGY

Worlds of Communication

When the OECD reviews the development co-operation efforts of its members, it also assesses how they communicate. This post draws lessons from recent reviews of Portugal, Denmark, Germany, Belgium, the United Kingdom and Japan.



CAMPAGNS | LEADERSHIP MATERIALS

Save Our Spots! Calling for Responsible Tourism in the Philippines

This campaign engages visitors, businesses and locals to join forces in a bid for sustainable tourism.



LEADERSHIP | CAMPAGNS | EVENTS

Meet ODA-Man, the anime character explaining Japan's development assistance

With this very innovative and fun messenger, Japan's development organisations are reaching new audiences.

11k

VISITORS

to the SDG Communicator
in 2021 - 2022

A New Email Newsletter



The ROUND-UP November 2022

Dear Friends,
Here is our latest Round-Up of news, campaign information and important dates.



A New Story on Africa & Climate Action A blog for COP-27

Are we telling the full and fair story on Africa and the climate crisis? What can we communicators do to help promote both climate action and Africa's development agenda? In our [latest blog](#), we team up with [Africa Communications Week](#) to explain the problem with prevailing narratives and propose three ways forward. After this African COP-27, let's inspire hope, build public support and turn around negative stereotypes.



#EndImpunity #ProtectJournalists International Day to End Impunity for Crimes against Journalists, 2 November

Journalists are our most important partners. We need to protect them and their independence. Ahead of our *DevCom Zooms In* session on *Partnering with the Media* (6 December), see how [UNESCO](#) and others marked [#EndImpunity Day](#) and check out [communications resources](#) for the campaign on "Knowing the Truth is Protecting the Truth".

Save the Dates upcoming DevCom Events

2 December
Preparing the 2023-2024 DevCom Work Programme
Proposals and briefing for DevCom Members

6 December
Partnering with the Media & Promoting Independent Journalism
DevCom Zooms In session

16 December
Campaigning for the SDGs: Lessons learned & successful stories
Joint Workshop with the Ministry of Foreign Affairs and International Cooperation of Italy

For more information about the upcoming DevCom events, please [contact us](#)

DevComsWise

KEY AUDIENCES



Which audiences, stakeholders and communities do DevCom members and partners need to engage?

Who are the best mobilisers and influencers? Who are the watchdogs that need our information? And how can we turn the concept of "the general public" into more meaningful audience segments? Find out more in our DevCom Toolkit Learning Area on [Audiences](#).

With very best regards,
The DevCom Team

24

DevCom Round-Ups

Our Round-Ups include details on global campaigns, news from the DevCom community and latest research insights.

2 OECD Campaigns with Content from DevCom Members

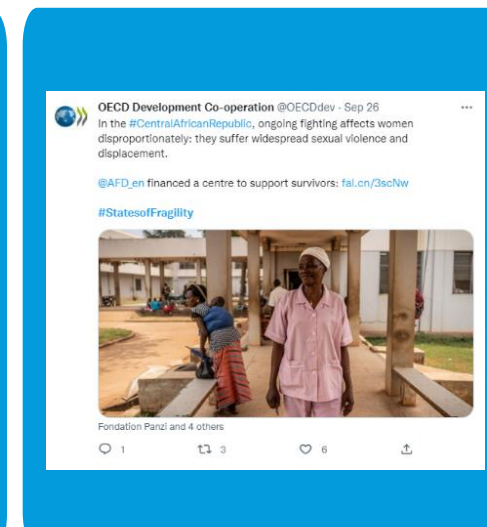
Briefing Sessions

April 2022

Coffee Break.
Preparing the launch of
OECD aid data

September 2022

Coffee Break.
Campaign Launch:
States of Fragility Report





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