

Updating the GPEDC Strategic Communications Framework for 2015-2016

Global Partnership for Effective
Development Co-operation
Steering Committee meeting

3-4 September 2015, Mexico City

Agenda

**What has worked to date
Where can we improve**

**Focus areas moving forward
Target audiences
Key messaging
Digital strategy**

**Proposed 2015-2016 activities
Leading up to HLM2 + next steps
Q&A**

What has worked to date: key highlights



What's next for the GPEDC in the post-2015 world?



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Jeong Tae Kim
CEO of MYSC and
Executive Director of
Social Enterprise
Network



Khine Khine Nwe
Joint Secretary
General of Union of
Myanmar Federation
of Chambers of Commerce and
Industry



Tunç Soyer
Mayor of Seferihisar,
Turkey

Where can we improve: key highlights

- Stronger communication tying the GPEDC to the post-2015 agenda
- Increasing engagement with other forums and events
- Surfacing and spotlighting new and existing impactful partnerships
- Relying more on SC members to engage their constituencies
- Revamping digital platforms to better meet the needs of audiences
- The need to better articulate the GPEDC's offer through key messages

Focus areas moving forward

- **In preparation for HLM2 in Kenya in 2016, the GPEDC needs to invest in a comprehensive, strategic and forward-looking communications strategy that focuses on four key areas**
 - building broad awareness amongst all development actors about the work and role of the GPEDC as a means to improve stakeholder co-operation in the post-2015 landscape.
 - targeting key audiences—internally and externally—with tailored messaging, engagement and resources;
 - disseminating country-level learning, experiences and progress rooted in evidence;
 - and harnessing a more accessible, interactive and engaging digital presence.

Target audiences

- **Decision-makers**
- **The international development community**
- **Influencers and thought leaders**



Key messaging

- The messaging of the GPEDC must be updated to reflect a more forward-looking posture.
- The core narrative and messaging of the GPEDC needs to be simplified to its essence based on our different target audiences.
- SDG 17 is intimately tied to the ambition and vision of the GPEDC.



Leading up to HLM2 + next steps

- Based on feedback from SC members, this communications strategy will be updated to reflect additional input, after which an HLM2-specific communications plan will be developed.



Q&A – *guiding questions*

- What are key gaps in GPEDC messaging?
- How could the GPEDC more attractively position itself to BRICS, Foundations and CEOs?
- Beyond those identified, what other constituencies that require additional, targeted messaging?
- Given the evolving nature of the development effectiveness agenda, should the GPEDC refer to “development effectiveness” or “effective development co-operation” commitments in its materials and messaging, rather than “Busan” commitments?
- What do SC Members need in order to engage in GPEDC communications activities?