



**Global
Partnership**
for Effective Development
Co-operation

Communications Strategy for 2016

This document presents the strategy for GPEDC communications activities in 2016. It proposes ways to foster a compelling narrative around GPEDC's work and impact and should be read in tandem with the draft communication action plan for HLM-2.

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1. Introduction

With the 2030 Agenda for Sustainable Development now in place, 2016 will be a critical year for reinvigorating efforts to improve the effectiveness, quality and impact of development co-operation to help deliver on the Sustainable Development Goals and firmly anchoring the role of the GPEDC in supporting this. Communicating effectively will be essential in this regard.

This document sets overall communications objectives for the GPEDC for 2016; identifies target audiences and their needs; and suggests how the Co-Chairs, Steering Committee members, the Joint Support Team and other relevant stakeholders can use a range of communications tools to promote the objectives.

As a “global-light” partnership, the success of GPEDC communication activities depends on the full engagement and active participation of its stakeholders. Steering Committee members and other partners have a critical role to play in telling their own stories and signaling the content and stories from their constituencies to be elevated and communicated to wider communities in a targeted manner. The Joint Support Team acts as the hub for spreading knowledge about it. Resource requirements for core communications support is outlined in Annex 1.

A key focus of communications activities in 2016 will be to highlight the results of the second GPEDC monitoring round and to support a successful second GPEDC High Level Meeting in November 2016 (HLM-2). A specific HLM-2 communications action plan – building on and referencing this strategy – is being finalized in consultation with the Host, the Co-Chairs and Steering Committee members.

2. Achievements and lessons learnt

Since its establishment in 2013, the GPEDC can point to considerable achievements, with limited resources, in establishing a communications presence. **Branding and visual identity** have been well-established; an **online presence** has been set up and grown, including a website, a regular blog featuring a range of technical and high-level contributors, an active social media presence, and a regular newsletter; diverse and ample **media coverage** of HLM-1 has been achieved; and **focused messaging** to inform policy makers and practitioners at all levels is a central strand of work of the JST (Key messages are captured in Annex 2).

Building on feedback from GPEDC leadership, partners and stakeholders, communications can be strengthened in the following areas:

- **“So what?”– crystallize the value added of the GPEDC.** While references to effectiveness of development co-operation are firmly recognized in official documents (e.g. AAAA op. 58), its importance for supporting implementation, and the role of the GPEDC, needs to be better understood by the development community at all levels. This is important to respond to the ambitions of the integrated and universal 2030 agenda that calls for all types of development co-operation – public and private finance, capacity building, technology and policy advice – to be fully utilized and a

narrative that reflects dynamics that have vastly expanded beyond the realm of Official Development Assistance. **Communication efforts must focus on how the GPEDC can contribute to the “how” of implementing the SDGs and the 2030 agenda for sustainable development.**

- **“What do you want from the GPEDC?” – identify needs and define how stakeholders can concretely benefit.** While networks and associations of civil society, the private sector, foundations, local governments, and parliamentarians engage in the work of the GPEDC and are represented on the Steering Committee, a clear understanding of how different groups can use the GPEDC to strengthen their development activities – and their engagement – remains limited. **Simple, factual and targeted messages should be developed together with different stakeholder groups to make policy guidance meaningful for day-to-day operations.**
- **“What about progress?” – provide succinct updates and a compelling narrative.** Effective development co-operation is multi-faceted and impact depends on progress on multiple issues and a robust evidence base. To advance progress, effective policy making depends on positive stories and country experiences rooted in evidence that encourage others to adapt good practices. Ideally such stories should show a learning curve, outline lessons learned, and be candid in their challenges to change. This will motivate policymakers and development practitioners not just to see the GPEDC’s work as interesting but more importantly to apply good practices and to change their behaviour. **All GPEDC actors should be encouraged to contribute lessons and success stories to shape a coherent and positive storyline.**
- **The GPEDC’s online presence needs to be substantially upgraded to be made more accessible and dynamic.**

3. Communications objectives

The 2030 Agenda reaffirmed that development co-operation should support developing country-led efforts for poverty eradication and sustainable development, focused on results, inclusive, transparent and accountable.

Over the next fifteen years, effective development co-operation will continue to gain in importance as development actors offer an increasingly wide range of distinct approaches to address multi-faceted and interrelated development challenges, in a renewed global effort to leave no-one behind. Multi-stakeholder partnerships are an effective vehicle to advance context-specific situations.

The GPEDC provides the space to elevate and share findings and act as a global hub of knowledge on effective development co-operation for the SDG era, open to all stakeholders and recognizing their distinct value and comparative advantages. Its communications efforts must be underpinned by this understanding.

Reflecting on the achievements and lessons learnt from 2012-15 has substantially shaped the following three overarching communications objectives for 2016:

- **Build broader awareness and understanding among all relevant development actors about importance of effective development co-operation to achieve the SDGs, and the role of the GPEDC**
- **Capture in simple language and share via compelling stories country-level learning, experiences and progress on effective development co-operation that is rooted in empirical evidence**
- **Energize all development actors – especially those involved in activities beyond traditional aid and newer to the development effectiveness discourse – to use, enrich and further shape the GPEDC narrative.**

To achieve these objectives, GPEDC communication activities have to build on achievements and lessons learnt, and be strategically linked to monitoring, capturing progress at country level as well as political outreach and advocacy to foster deeper and more sustained engagement with all stakeholders.

4. Target audiences

The main target audiences are:

- **Leaders and senior policymakers from national and local governments, parliaments, civil society, the private sector and foundations:** Policy and technical messaging targeted to distinct audiences from developed and developing countries, including leaders of countries which do not buy into the GPEDC; encourage political ownership of development effectiveness work, and leadership and active engagement in the GPEDC; encourage show-casing of successes and elaboration of challenges.
- **Country level specialists and experts involved in development cooperation policy:** Technical messaging; encourage country-level implementation of effectiveness principles and commitments; and sharing of evidence and good practice; sharing of challenges.
- **International organizations:** policy and technical messaging; encourage political support and use as catalyst to reach out to other target groups;
- **Media:** Policy messaging and compelling stories; encourage greater understanding of why effective development cooperation matters in context of global development challenges; make the case for the GPEDC to focus on the “how” where others focus on the “what”.
- **Other development-related scientific communities or communities of practitioners** (e.g. climate change, humanitarian aid): Policy and technical messaging; Encourage synergies and raise awareness of the value of an effectiveness lens.

5. A proposal for activities in 2016

To support key objectives and communicate effectively with target groups, the Joint Support Team proposes to prioritize the following activities:

Develop targeted messaging

- “So what?”- Work with relevant members of the Steering Committee, GPIs, and other stakeholders, to develop targeted messaging for the broader audience on the value added of the GPEDC.
- “This is what’s in it for me”- Work with relevant stakeholders to develop targeted and more customized communication materials (e.g. one-pagers, leaflets etc) for different target groups and various stakeholders on how they can best engage with and contribute to the Global Partnership and what the Global Partnership can do for them.

Develop key products for outreach

- Produce video and written interviews with development leaders explaining the importance of effective development cooperation for implementing the SDGs
- Produce animated video explaining the importance of effective development cooperation and the role of the GPEDC
- Edit HLM-1 footage to a series of engaging clips featuring discussion highlights
- Update general leaflet on GPEDC for distribution by GPEDC stakeholders
- Share social media guides around key events for use by GPEDC stakeholders
- Organize blogs series on the role of effective development cooperation in advancing the 2030 Agenda

Support SC members and other stakeholders in communications activities

- Provide guidance and support for stakeholders wishing to create success stories, opinion pieces or other communications products that showcase effective development cooperation in action
- Solicit and support the production of opinion pieces or press releases for Co-Chairs, SC members, and other communications champions surrounding key GPEDC events and other major international development events

Leverage key events

- Orchestrate virtual discussions (e.g. Twitter Chats) around key events (see *Political Roadmap*).
- Support preparation of interviews, blogs, op-eds, etc. by GPEDC stakeholders on topics of key events
- Promote events and outcomes on GPEDC website and social media

Media outreach

- Maintain media partnership around DevCooperation blog with DevEx
- Develop relationships with key development-oriented media outlets and blogs, as well as media contacts at key think tanks and advocacy organizations
- Explore opportunities for media partnerships around key events or products, particularly in lead-up to HLM2.
- Support GPEDC leadership to pursue international media coverage

Collect, package and disseminate evidence

- Promote GPEDC monitoring publications

- Promote country and policy briefs produced by JST; and digestible communications products
- Liaise with workshop participants and side event panelists to turn content of interventions into communications products
- Produce and promote video series highlighting stories of effective development cooperation on the ground in select countries.
- Explore interest of credible think tanks (in North and South) in doing independent studies on effective development cooperation issues
- Work with Country-Level Implementation and Knowledge-Sharing working groups to identify opportunities to strengthen generation of evidence.

Upgrade digital presence

- Overhaul digital footprint across all GPEDC platforms to:
 - be more accessible and user-friendly to key audiences
 - more strategically organise resources in support of becoming a knowledge-hub and learning network
 - offer more interactive and engaging content
 - Explore designing simple yet informative country pages with information about relevant initiatives, organizations and country-specific platforms
- More prominently spotlight the achievements of key initiatives launched or nurtured by the GPEDC in areas such as engagement in fragile states, transparency, or tax, seeking enhanced linkages with platforms taking these forward.
- Integrate the **DevCooperation blog** into the main GPEDC website to streamline communications to *one* main hub of activity, leading to more serendipitous exploration of content and other resources.
- Strengthen use of the GPEDC's **social media** accounts, including Facebook, Twitter, LinkedIn, and YouTube to continually raise the GPEDC's profile, share content, connect with leaders directly, and participate more frequently in online opportunities of real-time discussion
- Streamline roles of online **online community space** (Teamworks) and GPEDC external site
- Review design of newsletter to make it more dynamic and attractive to its readers..

Use HLM2 to position the GPEDC as the platform to improve the effectiveness, quality and impact of development co-operation to help deliver on the Sustainable Development Goals

- Refer to HLM2 Communications Strategy

The success of the above activities and channels will depend on the active engagement of GPEDC stakeholders. In particular,

Co-Chairs, Steering Committee members and other active stakeholders are invited to:

- Promote key messages in international and regional fora.
- Regularly share relevant initiatives or events with the JST
- Support GPEDC communications initiatives through their own channels (social media), including by Retweeting and using hashtag #GPEDC

- Provide communications focal points to the JST to ensure products are linked to the GPEDC's channels.
- Liaise with the GPEDC on refining targeted messaging and products
- Create webpages on effective development cooperation and the Global Partnership on your primary public websites, including information on your own and your constituent's efforts to implement the Global Partnership principles. Share the webpage with the JST
- Keep the JST fully up to date on events or activities you are planning related to effective development co-operation
- Help the GPEDC needs to harness the contribution of engaged stakeholders sitting just outside the GPEDC's Steering Committee. These include development effectiveness focal points in non-SC governments and organizations.

Global Partnership Initiatives and other stakeholders are invited to:

- Share reports and other products with the JST to feature on GPEDC communications channels
- Keep the JST informed of relevant activities and events that could be translated into communications products.

Annex 1: Budget

This budget proposal outlines top-level communications activities for 2016 supporting the implementation of this communications strategy. These communications activities are reflected in the core JST budget. A separate budget for HLM2 Communications activities will be reflected in the HLM-2 communications action plan.

TOTAL: US\$330,000

Strengthening online presence (US\$ 120,000)

- Freshly designed, user-friendly and professional digital presence that is customized across online platforms as well as social media channels and email templates
- Better spotlighting of knowledge-sharing from the country-level
- Mobile compatibility and revamping social media platforms and newsletter templates.
- Translation of core GPEDC content
- Regular updating, upgrading, and technical support for GPEDC website
- Regular development and posting of content
- Expanded and targeted social media activity

Strengthening sharing of evidence and country stories (US\$ 100,000)

- 3-4 videos highlighting the effectiveness of development cooperation on the ground.
- Targeted media and influencer outreach to promote and disseminate the series
- Digital-focused campaign to promote GPEDC monitoring publications targeting key individuals, organizations and partners working on development cooperation.
- Series of analytical blogs that focuses on the role of effective development cooperation in advancing the 2030 Agenda for Sustainable Development
- Strengthened liaising with SC members, GPs, Working Groups and other core stakeholders to identify evidence and stories for communications products
- Support development of communications products by membership

Strengthening outreach (US\$ 110,000)

- Professional video interviews with development leaders explaining the importance of effective development cooperation for implementing the 2030 development agenda.
- Animated video explaining the importance of development cooperation and the GPEDC
- Editing of HLM1 footage to series of engaging short clips featuring discussion highlights
- Targeted media and influencer outreach to promote and disseminate the series
- Orchestration of a series of virtual discussions with target audiences. Topics linked to themes of HLM2.
- Pursuing media partnerships and content collaborators to attract key audiences
- Develop targeted and more customized communication materials for our key stakeholders on how they can best engage with and contribute to the Global Partnership.
- Update general communications materials and signage

Annex 2: Key messages

These messages present the latest material to be used by stakeholders for their outreach and advocacy for the GPEDC and its work. They will be regularly refined and updated drawing from global policy dialogue and monitoring results. They can be refined for target audiences and may be complemented by stakeholder-specific information. Targeted messages for specific constituencies, including for business, civil society, parliaments and local governments, should be developed and regularly updated.

To achieve the Sustainable Development Goals, we need to make full use of all development resources, improving their quality, effectiveness and impact.

- Development cooperation and partnerships are more effective when they are:
 - **Owned by developing countries:** Partnerships for development can only succeed if they are led by developing countries, implementing approaches that are tailored to countries' specific priorities and needs.
 - **Focused on results:** Development cooperation must have a tangible impact on sustainable development priorities set out by developing countries themselves; and a lasting impact by enhancing developing countries' capacities.
 - **Inclusive:** Partnerships are more effective when they are built on openness, trust, mutual respect and learning, recognising the different and complementary roles of all actors.
 - **Transparent:** Transparent and predictable development finance enables effective planning and management, and forms the basis for accountability.
 - **Accountable:** Mutual accountability is essential to build and sustain effective partnerships to deliver development results.
- Development co-operation is more effective when developing countries lead the planning and management of all forms of development finance.
- To deliver on the SDGs, it is critical to create an inclusive enabling environment for all development co-operation actors, facilitating the participation of each actor and promoting mutual accountability for results.
- Ensuring development cooperation is effective will be an essential component of the global partnership for sustainable development to deliver the SDGs.

The Global Partnership for Effective Development Co-operation is an inclusive, multi-stakeholder partnership which is helping to improve the quality, effectiveness and impact of development co-operation

- The Global Partnership provides policy space for governments, civil society, the business sector and foundations, parliamentarians, trade unions, local governments and international organizations to work better together to achieve sustainable development results.

- The Global Partnership helps ensure that development resources are coordinated, and delivered effectively and efficiently.
- The Global Partnership provides an open and inclusive space to tackle the difficult issues and underlying challenges to making development cooperation more effective.
- The Global Partnership identifies innovative solutions and best practices, and fosters exchange and mutual learning leading to enduring implementation.
- The work of the Global Partnership is based on evidence and informed by data and experience on the ground.
- The Global Partnership supports implementation of the Sustainable Development Goals by promoting more effective development cooperation and partnerships to strengthen development results.
- The Global Partnership's monitoring framework emphasises the quality of development cooperation partnerships. Its results provide valuable inputs on the effectiveness of development financing to the review of the 2030 Development Agenda.