

May 2023

OUTPUT 3 OF THE WORK PROGRAMME


Global
Partnership
for Effective Development
Co-operation

2023-2026 GPEDC ADVOCACY & OUTREACH PLAN



DevCooperation
#GPEDC #EffectiveCooperation



GPEDC



TheGlobalPartnership

QUESTIONS FOR STEERING COMMITTEE MEMBERS

1. What are **your constituency's priorities and key activities** for advocacy and outreach for Q3 and Q4 2023 (related to the types of engagement listed here and below)? Examples include:

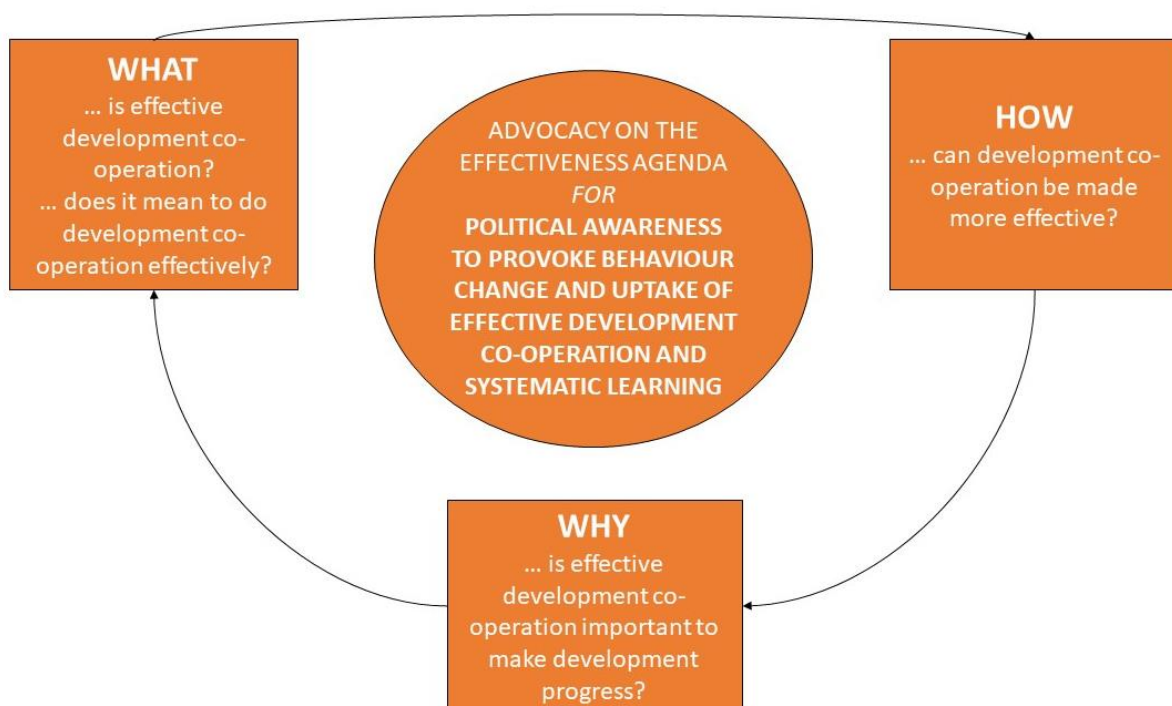
- Outreach to and engagement in constituency-specific caucuses, groups and networks
- Engagement in strategic events (from the list in the document and beyond)
- Publication of advocacy products (country stories of progress, articles, interviews and blogs)

2. Are there additional activities that could support **Co-Chairs and Steering Committee members to advocate** on effectiveness issues within and beyond your constituency?

ABOUT THE ADVOCACY & OUTREACH PLAN

The Global Partnership Advocacy and Outreach Plan unpacks the **'Advocacy and Outreach'** **core activity** of the 2023-2026 GPEDC work programme that builds on the [2022 Geneva Summit Declaration](#) and its commitments to advance development effectiveness. The plan guides the **engagement of GPEDC Co-Chairs and Steering Committee members** in carrying forward their advocacy efforts towards more effective development co-operation.

OBJECTIVE



The **objective** of the Global Partnership's advocacy and outreach (see also output 3 of the work programme) is to **foster political awareness to provoke behaviour change and uptake of effective development co-operation and systematic learning, in turn promoting action towards achieving the Sustainable Development Goals (SDGs).**

This involves **advocacy on the WHY, WHAT and HOW of the effectiveness agenda** among development co-operation stakeholders, while fostering the translation of the **political ambitions of the Summit** (see the info box below) into action.

- **WHY** is effective development co-operation important to make development progress?
→ *raising awareness of the importance of effective development co-operation to make development progress*
- **WHAT** is effective development co-operation? What does it mean to do development co-operation effectively?
→ *raising awareness of the effectiveness principles and promoting their application in various contexts - including through promoting the uptake of the findings of the monitoring exercise, which provide clear evidence for the GPEDC's added value*
- **HOW** can development co-operation be made more effective?
→ *mobilizing political buy-in for the Global Partnership's renewed monitoring exercise and the 4th monitoring round, which drives evidence-based dialogue for behavior change and action towards more effective development co-operation*

The GPEDC's advocacy work in 2023 – 2026 will be **driven by the Global Partnership's Co-Chairs and Steering Committee members, together with other members of the constituencies they are representing.** On a biannual basis (during each Steering Committee Meeting), Co-Chairs and Steering Committee members define their advocacy priorities and key activities at country, regional and global level (more details below).

INFO BOX: THE SUMMIT DECLARATION & ITS POLITICAL AMBITIONS

At the end of the 2022 Effective Development Co-operation Summit, stakeholders adopted the Geneva Summit Declaration. The political ambitions of the Declaration will guide the work of the Global Partnership for the next four years (2023-2026). These can be best summarized as follows:

1. **Leaving no one behind matters:** We will build a better evidence base, taking into account the vulnerabilities of systems and drivers of poverty, fragility and inequality in our strategies and programmes, and give specific attention to delivering progress on the SDGs for all.
2. **Development co-operation matters:** Committed to the [Effectiveness] Principles, we are determined to use them to assess and inform our co-operation and to strengthen synergies and enhance policy coherence at all levels – local, national, regional, global, including in South-South and triangular co-operation and among all actors.
3. **Who is sitting at the table matters:** Open, inclusive, and participatory action dialogues that include all relevant actors at the country level are key. It is important to design inclusive and transformative development plans and set priorities with the

active leadership and engagement of all relevant stakeholders at local and national levels.

4. **In-country capacity matters:** Efforts will be made to build on existing in-country capacities and invest in institutions and stakeholders, align with country priorities, and improve access to financing, knowledge, and technology co-operation.
5. **Data matters:** There is a need to increase our use of data, including data generated in partner countries, as a basis for policy making, and to build shared ownership and mutual accountability in a transparent way. We will support national statistical systems to show development co-operation impact in order to build the evidence base, for increasing investment in sustainable development.
6. **GPEDC matters:** Through the new way of monitoring and revived roles for JST, Steering Committee and Co-Chairs, all development co-operation stakeholders will further promote the [Effectiveness] Principles at the global and the country levels and regularly provide evidence on GPEDC stakeholders' progress to apply them.

COMMUNICATION ASSETS AND STANDARDIZING LANGUAGE

GPEDC's informal communications group

Effective communication is to point out the essence of complex and nuanced content and then repeat it enough times that it is top-of-the-mind. **Consistency** helps the target group become familiar with what to expect and builds trust. It is the key to being professional, recognized and remembered.

To that end, an **informal group of communication experts** serves as a sounding board to help GPEDC communicate more clearly to its external audiences through a common way of introducing and reinforcing its added value. The group meets online as and when needed throughout the year, with a maximum of six meetings per year. This is an evolving group with a changing membership, based on availability and substance. In the initial meeting, the group suggested potential refinements to the standard GPEDC language (including tagline and core messaging below).

Revised hashtag

Feedback received from a few partners suggested that '#DevCoop' is not so easily understandable without giving some context. In addition to '#GPEDC', a suggested revised official hashtag is '**#EffectiveCooperation**'.

Suggested tagline options

INCLUSIVE Dialogue for EFFECTIVE Development Action
EFFECTIVE Co-operation for SUSTAINABLE Development

The Global Partnership in a nutshell: Our core messaging

- **Principle-led, evidence-based development co-operation can catalyze progress on the SDGs. (WHY)**

With only halfway to go till we reach the 2030 Agenda deadline, and with overlapping challenges and crises, we must strengthen political momentum for and champion development co-operation that is *country-owned, focused on results, inclusive, and transparent and mutually accountable* – the four principles of development effectiveness.

- **By bringing diverse development actors together through a principle-led approach, we foster trust and policy action in countries. (HOW)**

Inclusive country dialogue can inform actors as they shape development co-operation strategies and policies in line with country priorities for better development results that leave no one behind.

- **Through new evidence, we empower country-level actors to identify and tackle challenges for better development co-operation. (WHAT)**

The recently launched new monitoring provides fresh evidence on country-specific challenges that delay development progress and need to be tackled to boost the effectiveness of development co-operation. As a main source of evidence for three of the SDG targets (SDG 5.c, SDG 17.15 and SDG 17.16)¹ and progress on the shared effectiveness principles, it drives collective accountability in countries.

These messages or elements thereof should be used in (among others):

- Key documents (e.g. GPEDC Work Programme narrative paras)
- Website (e.g. Homepage)
- Monitoring products and training materials
- Presentations on GPEDC
- Talking points for bilateral meetings
- Briefs for high-level events
- Social media
- Newsletters

While these messages will be a common way of explaining the GPEDC's added value, more tailored messages based on constituencies are also available on the [GPEDC website](#) and the [Trello Board](#) (see below). These are inspired by the constituency-specific messages developed by Steering Committee members ahead of the 2022 Summit.

¹ **SDG 5.c.1** Proportion of countries with systems to track and make public allocations for gender equality and women's empowerment

SDG 17.15.1. Extent of use of country-owned results frameworks and planning tools by providers of development cooperation

SDG 17.16.1. Number of countries reporting progress in multi-stakeholder development effectiveness monitoring frameworks that support the achievement of the Sustainable Development Goals

Official Trello Board

The [GPEDC Communications Trello Board](#) will be continuously updated and has all templates, key documents and assets that we will be using for the duration of this Advocacy and Outreach Plan. Partners are encouraged to use the resources and share the link during key events to amplify messages.

TARGET AUDIENCE, PRIORITIES AND ACTIVITIES

The main target audience is the Global Partnership's constituency groups. Co-Chairs and Steering Committee representatives are expected to lead advocacy and outreach to and with those groups and determine advocacy priorities and key activities.

These need to **contribute to the advocacy objective as well as outcomes of the advocacy work** as defined in the Action Plan of the Work Programme and corresponding types of engagements:

- Outcome: Awareness raising on the importance of the effectiveness agenda, including on the effectiveness principles and their application in various contexts
 - **Publishing** key country stories of progress, articles, interviews, and blogs to encourage action around effectiveness at country and global level
 - **Reaching out to constituency members** (in particular those with little awareness of effective development co-operation and the application of the effectiveness principles) **with tailor-made narratives** for constituencies, drawing connections between the GPEDC 'offer' (including, but not limited to the monitoring exercise) and constituencies' strategic objectives
- Outcome: Promoting the monitoring exercise and the uptake of monitoring findings
 - **Engagement at multi-stakeholder (including member-led) strategic events** at global, regional and country level including through side events, bilateral meetings, briefings, dialogue forums and interviews (among others)
 - **Peer learning on effective development co-operation** in constituency-specific caucuses, working groups and networks, including through best practices identified in each country during the monitoring exercise

The **JST supports** Co-Chairs' and Steering Committee members' advocacy work through various **activities** throughout the work programme period. Guidance by Co-Chairs and Steering Committee members is important for the JST to tailor those support activities to maximize the contribution to the members' advocacy priorities. **Based on this guidance, the JST will autonomously carry out advocacy support activities, while liaising with members of the GPEDC's constituencies as needed.**

Below is an overview of JST support activities:

- Updating the GPEDC Trello Board and website
 - **Re-doing the website** to promote the new work programme
 - Developing and **disseminating assets** on the **GPEDC Trello Board, website, and the Knowledge-Sharing Platform**

- Updating the partner country and development partner **Global Dashboard** pages on effective development co-operation based on latest monitoring progress and with **monitoring results products** (among others as an incentive for more partners to join the monitoring and be featured on the Dashboard)
- Developing and publishing communication and knowledge products and engagement on social media
 - **Stories of Progress** around country-level monitoring
 - **Articles and blogs** on various themes of the Summit Declaration (including from renowned thought leaders in Steering Committee members' networks)
 - **Interviews** (planning/preparation)
 - **Constituency-specific narratives**
 - **Info flyers, infographics**
 - **Newsletters**
 - Engagement on a wide variety of popular **social media platforms** (Twitter, LinkedIn, YouTube)
- Supporting engagement at strategic global, regional and country-level events
 - Developing and promoting **key messages**
 - Preparing **talking points** based on the key messages
 - Developing **social media** assets and campaigns
 - Planning of **side events, bilateral meetings, briefings, dialogue forums and interviews**
 - Preparing **inputs for related reports** (e.g. Financing for Sustainable Development Report of the Inter-Agency Task Force (IATF); SDG Summit Report)
- Compiling and sharing information that Co-Chairs and Steering Committee members can use for their advocacy work
 - **Insights from academic research** on the effectiveness of development co-operation
 - **Best practices on effective development co-operation** identified in each country during the monitoring exercise
 - **Insights on engagement of members of GPEDC constituencies at key events**, including e.g. based on the participant list and [Summit Communications Impact Report](#) from the 2022 Effective Development Co-operation Summit (as information for Co-Chairs and Steering Committee members to fine-tune the target audience of their advocacy work)

In addition to the above, the JST can assist Co-Chairs and Steering Committee members with further **ad-hoc activities** upon request and availability of funds.

The table below provides a **template to systematically capture Co-Chairs' and Steering Committee members' activities as well as related JST support activities.**

Outcome from the Work Programme Action Plan	Type of engagement	Co-Chairs and Steering Committee priorities and key activities (non-exhaustive list)	JST support activities (non-exhaustive list)
<p>Awareness raising on the importance of the effectiveness agenda, including on the effectiveness principles and their application in various contexts</p>	<p>Publishing key country stories of progress, articles, interviews, and blogs to encourage action around effectiveness at country and global level</p>	<ul style="list-style-type: none"> • Providing suggestions for themes and authors • Drafting content • Participating in interviews 	<ul style="list-style-type: none"> • Liaising with external authors • Editing, publishing (on the GPEDC website) and promoting • Preparing interviews
	<p>Reaching out to constituency members (in particular those with little awareness of effective development co-operation and the application of the effectiveness principles) with tailor-made narratives for constituencies, drawing connections between the GPEDC 'offer' (including, but not limited to the monitoring exercise) and constituencies' strategic objectives</p>	<ul style="list-style-type: none"> • Sharing the tailor-made narratives with constituency members with the view to further promote and share these messages • Engaging in meetings with constituency members to discuss their (potential) roles in the GPEDC 	<ul style="list-style-type: none"> • Developing constituency-specific narratives • Compiling insights from academic research on the effectiveness of development co-operation • Compiling insights on engagement of constituency members at key events • Updating the Global Dashboard on effective development co-operation based on latest monitoring progress and with monitoring results products
<p>Promoting the monitoring exercise and the uptake of monitoring findings</p> <p><i>The activities related to this outcome will be informed by and make use of monitoring findings and products, including country results briefs and annual results summaries.</i></p>	<p>Engagement at multi-stakeholder (including member-led) strategic events at global, regional and country level including through side events, bilateral meetings, briefings, dialogue forums and interviews (among others)</p> <p><i>(See also table on engagement in strategic events below)</i></p>	<ul style="list-style-type: none"> • Setting strategic visions for side events, briefings and dialogue forums • Leveraging their institutional position at strategic events to promote key messages on effectiveness • Providing coherent messaging at strategic events by ensuring that effectiveness messages are promoted where Co-Chairs and Steering Committee members are represented • Participating in bilateral meetings • Participating in interviews 	<ul style="list-style-type: none"> • Developing and promoting key messages • Preparing talking points based on the key messages • Developing and promoting social media assets and campaigns • Supporting the planning of side events, briefings and dialogue forums • Supporting the preparation of bilateral meetings and interviews • Providing inputs to related reports (e.g. Financing for Sustainable Development Report of the Inter-Agency Task Force (IATF); SDG Summit Report)
	<p>Peer learning on effective development co-operation in constituency-specific caucuses, working groups and networks, including through best practices identified in each country during the monitoring exercise</p>	<ul style="list-style-type: none"> • Convening regular meetings with peer learning opportunities • Providing suggestions for thought pieces and authors 	<ul style="list-style-type: none"> • Publishing related articles and blogs • Developing constituency-specific messages • Facilitating an online space for exchange among the groups on the Knowledge Sharing Platform

Advocacy priorities and key activities as well as the required JST support will be defined during the biannual Steering Committee Meetings. Steering Committee Meetings will also be used to **take stock on progress** on advocacy and outreach within each constituency based on priorities and activities defined during previous Steering Committee Meetings.

CO-CHAIR AND STEERING COMMITTEE MEMBER-LED ENGAGEMENTS IN STRATEGIC EVENTS

The table below highlights **possible (including member-led) strategic events** for advocacy at global, regional and country level and will be updated based on discussions and decisions during the biannual Steering Committee Meetings. At the 25th Steering Committee meeting, members will decide which events to prioritize for Q3 and Q4 of 2023 and discuss how to engage in those, as well as the required JST support.

To provide a comprehensive overview, the table also features events which do not primarily serve the purpose of advocacy (e.g. monitoring trainings).

EVENT	DATE	TYPE OF EVENT	RATIONALE FOR ENGAGEMENT	CO-CHAIR/STEERING COMMITTEE MEMBER LEAD	PROPOSED ACTIVITY (e.g. side event, op-ed, interview, bilateral meeting)	JST SUPPORT (e.g. promotion of event, talking points)
Q3 and Q4 2023						
UN High-Level Political Forum	10 - 19 July	Global (UN)	Linking the new monitoring with global processes (focus on use of monitoring results in Voluntary National Reviews)	Sweden, Indonesia	Hosting the side event (and bilateral meetings), resourcing	Developing and promoting key messages, social media assets and campaigns; supporting the planning of side event
SDG Summit	18 - 19 September	Global (UN)	Ensuring visibility of GPEDC inputs to the SDG Special Summit Report		Hosting the side event (and bilateral meetings), resourcing	Developing and promoting key messages, social media assets and campaigns; supporting the planning of the side event (and of bilateral meetings); providing inputs to the SDG Summit Report
Seventh International Meeting on Triangular Co-operation	October	Global	Highlighting the critical role of effectiveness principles in the context of triangular co-operation			
DAC High Level Meeting	November	DAC	Emphasizing the importance of DAC members delivering on effectiveness commitments; promoting engagement of DAC members in the monitoring exercise; highlighting need for more DAC members to contribute resources to the GPEDC			
Busan Partnership Forum	TBD (tentatively)	Regional	Highlighting initial results and progress of the new monitoring	Republic of Korea	Event logistics and planning led by host country	

	November or December)					
26 th Meeting of Steering Committee	TBD (in person in Indonesia)	GPEDC internal	(Specific objectives TBD)	All Co-Chairs	Event logistics and planning led by host country	Supporting agenda development; providing inputs to background documents; ensuring participation of constituencies
Monitoring trainings for partner country governments (e.g. KOICA Learning and Acceleration Programme)	TBD	Regional	Providing national coordinators of the monitoring exercise with the necessary knowledge to lead and co-ordinate the exercise in their countries	Republic of Korea, Indonesia	Event logistics and planning led by host country	Designing training programme and producing training materials; identifying participants; delivering the training; producing final report; communications and outreach
2024 (tentative – to be updated during 26th and 27th Steering Committee Meetings)						
Summit of the Future	22 - 23 September	Global (UN)				
UN World Data Forum	24 November	Global (UN)				
Indonesia Summit on Multi-Stakeholder Partnerships	TBD	Regional		Indonesia		
4th International Conference of the SIDS	TBD	Regional				
High-Level Political Forum	TBD	Global (UN)				
[ADD] OTHER EVENTS BY CO-CHAIRS AND STEERING COMMITTEE MEMBERS						

Additional events could include: AU Meetings, G20 Summit