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
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?