

'Why justice matters?'

Transformative communication seminar for the development sector

Concept Note

1. Context

Development communication seems to be a tricky issue, as some recent articles and videos suggest:

- NGOs and journalists don't get along:
 - o ["What NGOs think about journalists"](#) from The Guardian
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- NGOs communicate in a stereotypical and sensational way to get funds:
 - o ["RadiAid – Africa for Norway"](#) parody
 - o "What is your image of Africa?" - [video](#) compiling street interviews.

This position leads to a dangerous atmosphere of mistrust affecting our credibility and legitimacy ([preview of the video](#) mentioned above).

For too long, development communication has been attached to old-fashioned images and messages, which tend to reinforce a bipolar, "North-South" world view and the concept of generous donors and grateful receivers.

We believe it's time to change both how we think about and how we do communication!

But the key question is HOW?! A communication or campaign officer has to face a lot of conflictual situations on a daily basis:

- Addressing complex situations while communicating them in a simple manner
- Appealing to emotions while respecting people's dignity
- Going beyond the charity approach while ensuring the organisation will get funds

Through this communication cycle, consisting in a webinar and a two days training, we want to encourage communication officers and their entire organisations to reflect on the impact of their practices and to explore with them new ways of communicating development issues. We will help them to answer the following questions: How can we change the daily practice of communication? How can we do this while maintaining funds and campaigning effectively? Why communication is such an important element in the changes we need? And how to practice what we teach when we communicate?

As part of this cycle, a webinar will take place on September 17th, and a two days seminar on October 13th and 14th in Brussels. Thanks to the webinar and seminar, we hope organisations will feel able to start changing their own practices.

2. Objective

The training will provide development organisations with the tools to enable them to create transformative communication campaigns. After the introduction webinar, this seminar will deepen the conversation about transformative communication, show its relevance and help the participants to put these concepts into their daily practice.

The objectives of the seminar are:

1. To empower participants to talk about transformative communication at their organisational and members' level.
2. To introduce participants to a toolkit (theory, practices and resources) necessary to apply transformative communication back home.
3. To explore the narrative landscape and create a common mapping of the frames we know, experience and use.

Outcomes expected:

- For platforms: spread the news on a platform and members' level – For networks: spread the news on a network level.
- Impact on the communications, campaigns and fundraising of the participants' organisations.
- The report will contain best practices recommendations from the participants. A video with participants' interviews is also expected.
- Involvement of the participants in the online space dedicated to keep the discussion going on, allowing participants to exchange their experiences, experiments and challenges etc.

3. Target group

First target group: [DARE Forum members](#), [CONCORD members](#) and members of members.

Larger target group: DEAR and Development sector in Europe.

We will ask participants to **come in pairs (2 of the same organisation)**. Ideally, one from the communication or campaign department and the other person with a policy or funding portfolio. We recommend one or both to be in a senior position or have decision-making power in the organisation (more info in point 7).

4. Activities & programme

Parallel to the seminar, we will set-up an online group in the platform to foster the follow-up, the learnings, and for exchanging best practices etc.

DAY 1: APPLIED THEORY

The first day will deconstruct our traditional way of communicating development issues and analyse where the levers for change are.

Morning: Framing our development communication: Why justice matters?

Afternoon: Values behind our communication: analysis and mapping of our discourse.

Facilitator: Public Interest Research Centre (PIRC) – organisation which supports the [Values & Frames](#) workshops.

Timing: from 10.00 am to 6.00pm – Dinner: at 7.30pm

DAY 2: NEW PRACTICE

The second day will open new horizons for communication and analyse the application of these new practices.

Morning: Creative time for campaigning: new narratives for development.

Afternoon: How does it work in practice? Case studies, best practices and new scenarios.

Facilitators: Public Interest Research Centre (PIRC), Helene Debaisieux - DEEEP Communication Officer. Several other organisations will be invited to talk about their experiences during the 2nd day.

Timing: from 9.00am to 4.00pm

5. Schedule:



6. Modalities:

- **PLACE:** In the CONCORD building, Rue de l'industrie 10 – 1000 Brussels, Belgium
- **DATE:** 13 and 14 October 2015
- **FEES:** For co-funding reasons, we ask participants to self-select their participation fees in the registration form (from 50€ to 300€). In these fees, are included:
 - o Accommodation for the following nights: 12 October night, 13 October night. The night of the 14th will be included only if travel reasons justify it.
 - o Lunch meals and drinks on 13th and 14th
 - o Dinner on the 13th
 - o Training costs

All extra costs will be on participants' charge.

- **TRAVEL:** We have a limited amounts of travel grants available. For this reason, we ask participants if they can contribute to travel costs.
- **REGISTRATION:** complete this [application form](#). Deadline for registration is **July 21st**.
- **CONTACT:** if you have further questions, please contact [Helene Debaisieux](#), DEEEP Communication Officer.

7. Requirements for participants

CRITERIA:

- **Participants come in pairs.** Ideally, one from the communication or campaign department and the other person with a policy or funding portfolio. Why? Communication is not an island in itself, it is interlinked with other portfolios. Up to you to define which “department” is the most interlinked with communication in your organisation.
- We recommend **one or both to be in a senior position** or to have a decision power in the organisation. Why? If we want the training to have an impact, we want participants to have their say in the upcoming campaign so they can positively influence the next communication outcomes of the organisation.
- Participants need to be **available for both days.**
- Participants are asked to come at the seminar with **concrete examples** of campaigns, communication supports from their organisations.
- Participants are asked to have a high **interest in communication** issues.

All these elements will be subject to questions in the application form.

As we have **only 24 seats available**, i.e. 12 different organisations, the selection will be done on the basis of the “first in, first served” principle but we will give priority to tandems and people who met the criteria mentioned above.

Interested? REGISTER [HERE!](#) (deadline: July 21st)