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CLEAN ENERGY INITIATIVES

COMMUNICATING

INTERNATIONAL

DEVELOPMENT RESULTS

Presented by Pierre R. Beaulne on June 4, 2008 at
the Asia Clean Energy Forum in Manila, Philippines

Purpose of Presentation

To explore the effective communication of results...



OUTLINE

1. Importance of communicating results
2. Donor publics' understanding of aid
3. Primary concern of donor publics
4. Donor publics' sources of information
5. What donor publics want to know
6. A few examples of energy initiatives

Importance of Communicating Results

Donor publics

\$104 billion

USD in official development assistance was provided
donor nations to recipient countries on 2006 (OECD, 2007).

Importance of Communicating Results

Actual purposes of aid
vs.
donor publics' perceptions

Donor Publics' Understanding of Aid

- Donor publics' support for aid has been high (> 80%) over the past 20 years.
- Support is based on the belief that most aid is spent on humanitarian assistance.
- Only 7.5% of ODA was spent on direct humanitarian assistance in 2006.

Donor Publics' Understanding of Aid

PRIMARY CONCERN

How aid is helping people in need.

Donor Publics' Sources of Information about Aid

- TV news (> 80%)
- Newspapers and magazines (20-25%)
- Internet (< 10%)

What donor publics want to know

They want to know about...

- Examples of how people are being helped
- Quantified (measurable) results

They don't want to know about...

- Aid effectiveness processes



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Summary

When communicating results to donors
publics it is important to:

- Highlight human impacts
- Quantify results
- Providing video footage of beneficiaries
- Communicate results rather than aid effectiveness processes

Thank you