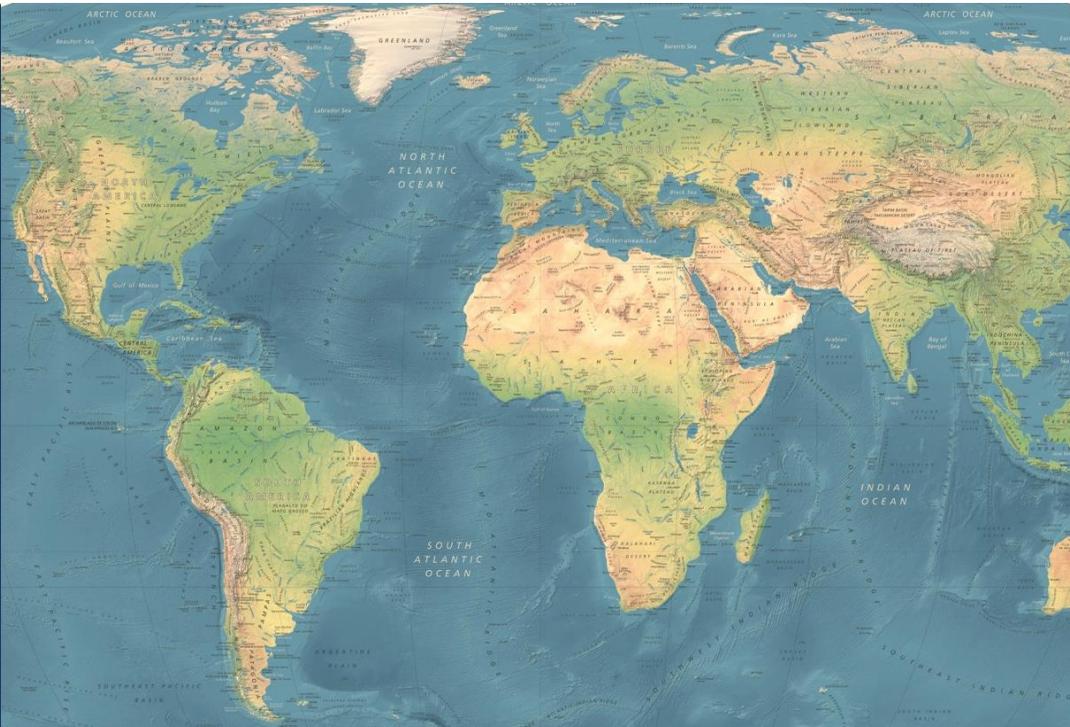

C4D Network

Country Mapping Study

2016/2017



INTRODUCTION

Welcome to the 2016/2017 C4D Network Mapping Study – a 50 country mapping of ‘C4D Where You Are’ that has been conducted by Network members around the world.

The findings of this Study are the result of over twelve Network Country Chapter Meet-Ups between September 2016 and January 2017, and responses to a country-specific online survey for nearly 50 countries.

Discussions and responses have been gathered in English, French, Spanish and Arabic; and where possible – and with the assistance of a dedicated team of Network volunteers and contractors – these have been translated, transcribed, edited and synthesised.

And this is the result – a Study that presents a country snapshot of ‘Communications for Development’ around the world, from the perspective of Network members who are working in C4D or teaching it, studying it, supporting it and on occasion commissioning it.

C4D is, as many people acknowledge in this study, a burgeoning field of development practice, and still in some quarters misunderstood and under-represented. But it is also thriving, with an energy in-country that comes through in this Study and mapping process very clearly.

We have valued doing this research, and thank all the Network members who have contributed to it. It is the first of

what will be an annual temperature taking about C4D around the world – not just from the ivory towers of Europe or North America but from as many countries as possible where C4D practitioners and enthusiasts are truly testing the theories, adapting the approaches, amending the methods and experimenting with channels and platforms in ways that are as yet mainly undocumented. We want to change that – we want to capture and document the living and breathing C4D sector in Network members’ own words each year – to collectively see where we are and how we are improving what we do for greater development and human rights impact.

METHODOLOGY

This mapping was done in the context of the annual C4D Network Challenge – when Network members around the world are encouraged to meet-up ‘where you are’, even if it is only a small meeting of a couple of members. This challenge has been ongoing for three years now, and each year results in more and more in-country meet-ups.

The aim of this year’s Challenge has been to foster conversations between members about their perceptions of the landscape of C4D in the countries they are practising in.

The Mapping methodology included the meet-ups and online survey:

- **Country Meet-ups:** face to face meet-ups were held by members and other interested people in 16 countries between September 2016 and January 2017. These meet-ups were organised by members

in-country and were held in cafes, restaurants, offices and boardrooms around the world. We like to meet in social places to keep the atmosphere light and enjoyable. This year 16 country meet-ups were held. These were in Australia, Belgium, Cameroon, Colombia, France, Kenya, MENA region, Nigeria, Papua New Guinea, South Africa, Tanzania, Thailand, Uganda, Ukraine, UK, and Zimbabwe. We recorded and transcribed the discussions, reports of which can be found in the country chapter groups the Network site (<http://www.c4d.org>).

- **Online survey:** We also sent the links to the online surveys - customized per each country and using English, French and Spanish - out via email to all 3,000 Network members in 136 countries. We received responses from a total of 48 countries, which has enabled us to gather data on C4D in a total of 50 countries.

The Questions

The questions that were the framework for country chapter discussions, and which were in the online surveys, were as follows: *(i) What is interesting to know about the communication for development landscape in your country? (ii) What are the main development themes that communications for development is being used for in your country? (ii) What are the main communications for development approaches and strategies employed in your country? (iii) What is the situation with communication for development service providers in your country? (iv) What is*

the engagement of donors and government in your country in communications for development as a concept and in practice? (v) What is the engagement of INGOS, NGOs, civil society, community organisations, activists and others in your country in communications for development as a concept and in practice? (vi) Can you suggest any C4D projects or initiatives in your country that would be useful to highlight for shared learning on the Network?

Analysis

Based on the results from the mapping a dedicated Network team has synthesised and analysed the findings. The outputs of this are a set of documents and online content. Here you can find the Key Findings, as well as individual Country Snapshots. On the C4D Network site you can also find the mapping content on each Country Chapter page as well. The mapping aims to provide a comprehensive understanding of the landscape of C4D in each country.

Acknowledgements: This study has been the product of tremendous group effort. It is an example of ‘crowd sourcing’ research through our social network. As such there are many ‘thank you’s to say – to all the members who have taken part, to all the ‘animators’ who organised country meet-up discussions; to all the volunteers and contributors who transcribed, edited and wrote up the results. Particular thanks go to Cecilia Agrinya, Himani Chandel, Tatiana Joiro, Angelo Matinada, and Azeez Toheeb and Patricia Vega. The Network Secretariat staff have been responsible for the final production – Jackie Davies, Becky Boumelha, Nicola Sutherland and Edwar Hanna. Special thanks to Hannah Sothern for the design.

C4D COUNTRY MAPPING

- KEY FINDINGS

Due to the free-ranging nature of consultative discussions and individual input via the online surveys, the C4D Mapping project has gathered a great deal of both varied and specific information. In many cases people's specific context drives perceptions and experience about their engagement with communication for development. On the other hand, there are also some clear overarching similarities and patterns in what people have said in response to the core questions posed.

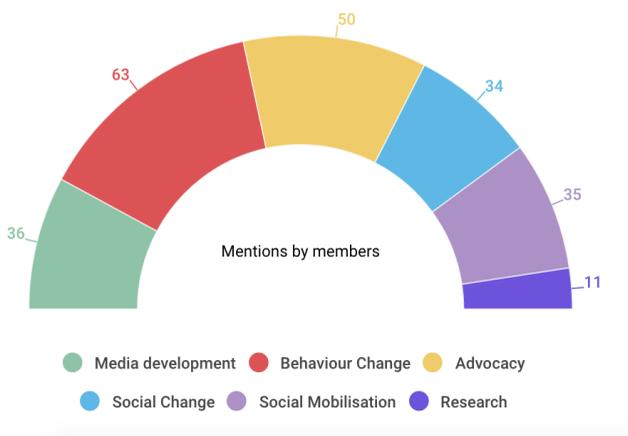
These patterns are captured here in key findings.

Summary of Key Findings

- The most significant C4D approaches that are used are behaviour change and advocacy; followed by media development, social change communication and social mobilisation.
- C4D contributes to many different programme areas or themes in development, as determined by country context; key areas are health, education, and agriculture.
- Many varied C4D areas (strategies, channels and tools) are used; and while social media and broadcasting are dominant channels, approaches and strategies are highly varied, but with a prioritising of participatory and edutainment methods.

- The words ‘communication for development’ are not always useful as a name for this field.
- The engagement with C4D by donors, government and organisations is unclear or mixed.
- C4D is often invisible and unnamed but it is present ‘on the ground’.

Finding 1: The most significant C4D approaches that are used are behaviour change and advocacy; followed by media development, social change communication and social mobilisation.



This chart illustrates the range and frequency of C4D approaches mentioned in the C4D Mapping discussions and survey responses.

The Behaviour Change Communications (BCC) approach was by far the most prominent approach in responses, with an average mention of 1.3 times per country.

Advocacy was also highlighted as an extremely common approach, although it should be noted that there is some variation in the definition of what 'advocacy' means - with some members labelling government-led projects 'Advocacy' as well as using the more established definition of lobbying authorities.

Media Development, Social Change Communication, and Social Mobilisation all featured a similar number of times on average per country.

Finding 2: C4D contributes to many different programme areas or themes in development, as determined by country context; key areas are health, education and agriculture.

Network members enjoyed lively arguments about which development themes were most served by C4D in their country.

Health was mentioned most often - featuring in responses from almost every country - followed by education which featured in nearly two thirds of country responses.

The prevalence of health as an area is even greater when we also include emergency responses to outbreaks of various specific diseases that members highlighted, such as HIV/AIDS and Ebola, or specific areas of health such as Maternal and Reproductive Health. It is interesting to note that the most used approach, Behaviour Change Communication, is closely correlated to the most common theme, Health, as some

Economic Empowerment and Entrepreneurship are emerging areas for C4D activity, and are beginning to emerge as a prominent theme in some areas, such as the Middle East and North Africa (MENA) region.

Finding 3: Many varied C4D areas (strategies, channels and tools) are used; and while social media and broadcasting are dominant channels, approaches and strategies are highly varied, but with a prioritising of participatory and edutainment methods.



This word cloud illustrates the range and frequency of C4D areas (strategies, channels and tools) mentioned in the C4D Mapping discussions and survey responses.

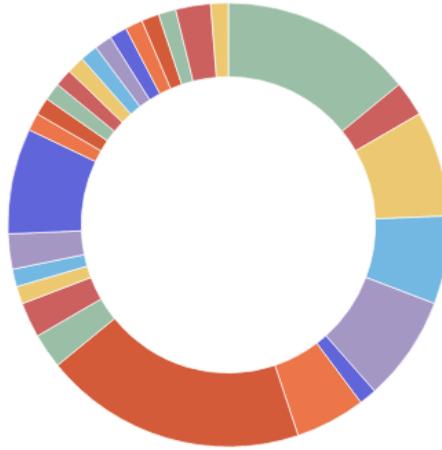


Social media comes up strongly as a leading communication channel used by C4D practitioners, followed by radio and television – with radio drama particularly highlighted.

Participatory communications in its various forms is the most often mentioned type of communications, with participatory approaches, participatory video, participatory radio and participation in governance mentioned.

Photography is represented strongly as a strategy that is being used; and other 'arts & entertainment' areas also part of the mix according to members, who mention edutainment strongly; as well as other arts, theatre, graffiti, films and storytelling. Sports for development as an area of interpersonal communication is also strongly represented.

C4D approaches that members highlight include community dialogue and awareness raising. Knowledge sharing platforms and capacity building are also highlighted.



- Radio drama ● Participatory video ● Participatory radio
- Photography ● Participatory approach
- Communication and Good Living ● Edutainment ● Social media
- Mobile ● Sports for Development ● Public outreach
- Media advertising ● Participation in governance ● Television
- Storytelling ● Community Dialogue ● Theatre ● Arts
- Strategic communication ● Awareness campaigns ● Capacity building
- Graffiti ● Knowledge Sharing Platform ● Posters ● Films
- Interpersonal Communication ● Written Media

This chart illustrates the range and frequency of C4D areas (strategies, channels and tools) mentioned in the C4D Mapping discussions and survey responses.

Finding 4: The words ‘communication for development’ are not always useful as a name for this field

There was a recognition by many Network members that the standard C4D language and concepts, as promoted by international organisations and institutions, are not always accessible or useful; and that in practice different terminology is often used – while the basic principles and practices remaining the same.

Members often discussed the challenge of the wording ‘communication for development or C4D’. It can be a problem because it is not a settled terminology; various areas of C4D activity are called by other names (communicating with communities (CWC) for example in emergency contexts) and the whole area of practice is also sometimes called by different names (commdev, devcom, strategic comms etc).

Issues with terminology mean that the level of stakeholder engagement with C4D is not widely known, as stakeholders do not necessarily use the C4D label. According to members there is not a lot of understanding on the ground about what a C4D professional does; often, Communication for Development is confused with Public Relations or External Communications practices which makes it difficult to map practices, research results and define the concept for donors. This is the present paradox of C4D practice.

Finding 5: The engagement with C4D by donors, government and organisations is unclear or mixed

Engagement in C4D by donors was mixed according to members. Some noted good engagement while others thought donors are not yet fully aware about what C4D is as a sector in international development. Several members highlighted the challenge of proving C4D impact to donors – particularly providing quantitative data - when the nature and results of C4D are not so simply quantified. The use of participatory evaluation methodologies was highlighted in a few discussions.

Engagement in C4D by government was also mixed according to members; with some national ministries strongly utilising C4D principles and processes – for example in agriculture or health – while in other countries the government engagement in C4D was limited to the commissioning of mass media awareness raising and political campaigns.

Amongst UN agencies UNICEF was highlighted as the leading proponent of C4D in programming. INGOS and NGOs were seen as having variable understanding and engagement with C4D, very much conditioned by the country context and the presence of C4D champions within these institutions.

Finding 6: C4D is often invisible and unnamed but it is present ‘on the ground’

Many members noted that C4D was part of ‘work on the ground’ across the board however; even when this was not formally recognised or strategized.

One of the most common concerns raised by members was that many practitioners don’t realise that what they’re doing is C4D. This sentiment was raised from Uganda to Uruguay across the globe.

‘There are a lot of people doing things, but they don’t know they’re doing C4D’ – C4D Network member from Uruguay, attending London Meet-Up.

Conclusion

This mapping has shown that C4D is alive and kicking around the world, and that there are many highly motivated and knowledgeable people working in this field.

It has shown that there is great diversity about how people ‘use’ communication for development in their own contexts; however, there are also strong commonalities about the prioritising of approaches such as behaviour change and advocacy, and the use of channels such as social media, radio and TV; and the privileging of participatory strategies and methods.

The mapping has also confirmed that as a community of C4D practitioners, academics and facilitators we have a challenge to better communicate what we do, why it is important and how it is happening every day within projects and initiatives in all programme areas in development across the board.

If it is better presented and better understood it has a greater opportunity to be better done and have increased impact.

These Mapping results highlighted interesting conversations that are being held by C4D practitioners across the globe. The C4D Network will now repeat the exercise annually - to hear and amplify how these conversations continue and development.

C4D GLOBAL MAPPING

The following findings are a synthesis of the professional/personal views and experiences of Network members, gathered through the C4D Network Challenge that ran from September 2016 to January 2017 and consisted of face-to-face meet-ups in 16 countries and an online survey.



AFGHANISTAN

The information for this study was gathered from the responses of members to our online questionnaire. This group has 11 members as of March 2017.



SUMMARY

Communications for Development is a new concept in Afghanistan. There is a large I/NGO involvement and investment, with little from the government or other donors. C4D in Afghanistan focuses largely around education and health, with media development and research as the core methods employed. Members' suggestions for the future include adapting C4D concepts to the existing social and development framework within Afghanistan.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN AFGHANISTAN?

The main themes being used for C4D in Afghanistan are health (40%) and education (30%), followed by child marriage (10%).

HOW IS C4D DONE IN AFGHANISTAN?

The main C4D strategies and methods include media development and research.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN AFGHANISTAN?

There is very weak attention from the donor/government side for C4D. There are lots of trainings and capacity development programs but none of them practically and professionally focus on behaviour change. UNICEF Afghanistan has recently started to address this shortcoming.

WHO IS PROVIDING C4D SERVICES IN AFGHANISTAN?

Communication for Development is a very new approach in Afghanistan and people and institutions are not very aware of the concept yet. C4D capacity development and awareness raising is mostly delivered by I/NGOs in Afghanistan.

WHAT ARE INTERESTING EXAMPLES OF C4D IN AFGHANISTAN?

There are many opportunities for C4D as a new concept in Afghanistan. These include opportunities to adapt this concept to the social framework and to familiarise people with its methods, strategies and uses.

ANGOLA

The information for this study was gathered from the responses of members to our online questionnaire. This group has 6 members as of March 2017.



SUMMARY

C4D Network members report that Communication for Development in Angola is limited to specific sectors, namely health—which they estimate to comprise 60% of total C4D initiatives— followed by child protection and WASH. These initiatives are organised by the country offices of international organisations like UNICEF and PSI, and the engagement of other stakeholders is contingent on their involvement in these sectors. But although C4D visibility is sector-specific, its implementation is varied, ranging from behaviour change communication, social change communication, social mobilisation, and advocacy.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN ANGOLA?

In Angola members found that C4D is mainly practised in health (60%), Child Protection (20%) and WASH (20%).

HOW IS C4D DONE IN ANGOLA?

In Angola it is done by utilising behaviour change communication, social change communication, social mobilisation, advocacy.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN ANGOLA?

The engagement of government in C4D is limited to health as the interventions of donors are oriented to specific sectors. Donor engagement largely influences how and where C4D is implemented by INGOS, NGOs, civil society, community organisations, and activists in Angola.

WHO IS PROVIDING C4D SERVICES IN ANGOLA?

There are few organisations involved in C4D, and the UNICEF and PSI are the few. This means organisation will have limited access to these providers in Angola.

WHAT ARE INTERESTING EXAMPLES OF C4D IN ANGOLA?

C4D enjoys wide usage in the area of health, child protection and WASH. To reinforce its usage, a critical mass of awareness and knowledge has to be invested in order to extend its landscape and this would involve levelling on the premises that already follow this approach in the country.

AUSTRALIA

The information for this study was gathered from a meet-up in Brisbane in November 2016 and the responses of members to our online questionnaire. This group has 107 members as of March 2017.



SUMMARY

Communications for Development in Australia is entrenched in many development agendas involving mostly the government and the NGOs. But there has been indication of inadequate coordination among resource providers that has hindered the progress of the approach to development, along with issues related to the availability of necessary resources to implement activities.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN AUSTRALIA?

Communication for Development in Australia is used to promote issues of health, participation of the people in political affairs, gender equality and unity. It is evenly distributed across the categories mentioned above in a ratio 40:30:30 respectively.

HOW IS C4D DONE IN AUSTRALIA?

C4D practitioners deploy a diverse range of strategies cutting across participatory communication, community engagement and mobilisation; social mobilisation, advocacy, behaviour change; and media development for capacity building.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN AUSTRALIA?

There is a strong engagement from NGOs, who are major stakeholders relative to the government.

WHO IS PROVIDING C4D SERVICES IN AUSTRALIA?

Many NGOs, including: UNICEF, ABC International Development (based in Melbourne), the Centre for Communication and Social Change does research (often PAR) in agriculture, participatory video, RedR Australia (Non-profit), and individual presenters.

WHAT ARE INTERESTING EXAMPLES OF C4D IN AUSTRALIA?

The C4D landscape in Australia is advanced, with many organisations engaging with it and the range of issues covered by C4D in Australia is large in scope. However, a gap still exists in terms of interconnection between the organisations, to learn from one another, share ideas and resources and develop the usage of Communication for Development. UNICEF, ABC International Development (based in Melbourne), the Centre for Communication and Social Change does research (often PAR) in agriculture, participatory video, RedR Australia (Non-profit), and individual presenters all run interesting C4D projects in Australia.

BANGLADESH

The information for this study was gathered from the responses of members to our online questionnaire. This group has 38 members as of March 2017.



SUMMARY

Communications for Development is an evolving concept in Bangladesh. It is still not a popular initiative amongst the government and donor agencies, however some aspects of it are being practiced, championed by UN agencies and INGOs. Members report that health and anti-corruption are some of the themes used for C4D; while social mobilisation, SBCC, media development and research are the main strategies.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN BANGLADESH?

The main themes used for C4D in Bangladesh are health and anti-corruption, with SDGs emerging as a priority theme.

HOW IS C4D DONE IN BANGLADESH?

The main C4D strategies and methods used include social mobilisation, social and behaviour change, media development and research.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN BANGLADESH?

UN agencies like UNICEF promote C4D in Bangladesh. INGOs fund C4D projects, but more coordination is required to encourage practitioners to engage with and employ C4D practices. There is limited recognition of C4D activities in the media industry; most media approaches are politically and economically driven.

WHO IS PROVIDING C4D SERVICES IN BANGLADESH?

There are very few C4D service providers in Bangladesh. Most providers are consultants and INGOs.

WHAT ARE INTERESTING EXAMPLES OF C4D IN BANGLADESH?

Transparency International use C4D in Bangladesh to engage the youth to join social movements against corruption.

BELGIUM

The information for this study was gathered from a meet-up in Brussels in December 2016 and the responses of members to our online questionnaire. This group has 47 members as of March 2017.



SUMMARY

C4D Network members report that Communication for Development in Belgium is a European endeavour: by this they mean that most C4D initiatives are conducted through an EU lens or by EU organisations. As such, they note the difficulty of determining the use or impact of C4D on a country-specific level.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN BELGIUM?

The main themes being used for C4D in Belgium are health (30%) education (30%), democracy (30%) followed by gender (10%).

HOW IS C4D DONE IN BELGIUM?

The main C4D strategies and methods include media development and research.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN BELGIUM?

Mainly targeted to Africa and LDC's since the latest update of Development Cooperation of the Belgian Government (2014).

WHO IS PROVIDING C4D SERVICES IN BELGIUM?

In Belgium C4D is overstated by the European bubble/initiative, so it is hard to get a real picture of the landscape of C4D in Belgium.

WHAT ARE INTERESTING EXAMPLES OF C4D IN BELGIUM?

Interesting examples include the C4D meet-ups in Brussels and knowledge sharing platforms.

BENIN

The information for this study was gathered from the responses of members to our online questionnaire. This group has 5 members as of March 2017.



SUMMARY

Communication for Development is recognised by some actors of government and donors. Network members report INGOs and NGOs are engaged within C4D practice, especially in health and education issues using approaches like SBCC and advocacy. There is interest in sharing knowledge between C4D practitioners.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN BENIN?

The main themes used for C4D in Benin are health and education, followed by gender and maternal and child health.

HOW IS C4D DONE IN BENIN?

The core C4D strategies and methods employed in Benin include Behaviour and Social Change, advocacy, media development, social mobilisation and research.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN BENIN?

The government and donors recognise C4D practice; for example the Ministry of Health has a C4D specialist. There are INGOs working in health issues use C4D strategies, and some local NGO and civil society organisations engaged within C4D.

WHO IS PROVIDING C4D SERVICES IN BENIN?

Members perceive there is scarcity of C4D service providers and highlight a lack of capacity building programs or specialist courses at the university level. There are some community health workers and community-based organisations providing C4D services.

WHAT ARE INTERESTING EXAMPLES OF C4D IN BENIN?

There are initiatives around the Ebola outbreak in the Gulf of Guinea by the Ministry of Health, including hand-washing projects and stop open defecation initiatives. The Catholic Relief Services (CRS) NGO is also implementing a project using C4D practices on improving Malaria care, called [CATCH](#) Community Accessing Testing. C4D strategies are also used in the education awareness campaign '[All girls to school](#)' involving civil society.

CAMEROON

The information for this study was gathered from a meet-up in Buea in December 2016 and the responses of members to our online questionnaire. This group has 20 members as of March 2017.



SUMMARY

There is little engagement within C4D in Cameroon.

However, members mentioned some NGOs are using the approach. The strategies used by practitioners are media development and behaviour change in themes like health and education. Meet-up participants indicated there is a need for information about job opportunities.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN CAMEROON?

The themes used for C4D in Cameroon are mainly education and health. Members also referred to agriculture and migration.

HOW IS C4D DONE IN CAMEROON?

Media development and behaviour change are the most visible methodologies in C4D.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN CAMEROON?

There is little or no engagement of the government in C4D. Members perceive limitations in engaging NGOs in C4D because of the complex political context.

WHO IS PROVIDING C4D SERVICES IN CAMEROON?

There are people with C4D skills, but members feel that there are few jobs. There is a need to make job opportunities more visible.

RÉPUBLIQUE DU CONGO



The information for this study was gathered from the responses of members to our online questionnaire. This group has 8 members as of March 2017.

SUMMARY TRANSLATION

Stakeholder involvement in C4D in the Republic of Congo is very low with a real shortage of services. The main theme is health, with some focus on WASH projects. Although a variety of strategies and methods can be observed, they are very limited.

RÉSUMÉ

L'intervention des parties prenantes dans la C4D en République du Congo est très faible avec une véritable pénurie des services. Le thème principal est la santé, avec quelque accent sur des projets de WASH. Beaucoup de stratégies et méthodes sont observés, mais ils sont très limités.

COMMENT LA C4D CONTRIBUE AU DÉVELOPPEMENT EN RÉPUBLIQUE DU CONGO?

Les thèmes de la C4D utilisés les plus dans la République du Congo sont la Santé (80%), le WASH (10%), la Protection (5%) et les Adolescents (5%).

COMMENT LA C4D METTRE EN ŒUVRE EN RÉPUBLIQUE DU CONGO?

Les stratégies et méthodes principales de la C4D utilisées dans la République du Congo sont le Plaidoyer, la Mobilisation sociale, la Communication pour le Changement Social, et le Développement des Médias.

QUELLE EST L'INTERVENTION DES PARTIES PRENANTES EN RÉPUBLIQUE DU CONGO?

C'est très faible, même si le gouvernement a pris la mesure et l'importance de la C4D. Cependant les donateurs donnent peu de ressources.

QUELLE EST LA SITUATION DES PRESTATAIRES DE SERVICES DE LA C4D EN RÉPUBLIQUE DU CONGO?

Il y a une véritable pénurie.

QUEL SONT DES EXEMPLES INTÉRESSANTS DE LA C4D EN RÉPUBLIQUE DU CONGO?

La C4D et l'engagement des adolescents et des jeunes (projet Talents d'Adolescents et de Jeunes pour la Paix et la Santé, et le projet Ureport).

TCHAD



The information for this study was gathered from the responses of members to our online questionnaire. 12 group members.

SUMMARY TRANSLATION

In Chad, the term 'C4D' is only used by UNICEF, but their work has led the way for the government, communities and other partners to put communication at the centre of their development. It has enabled the community to get involved directly in development activities and ensure their sustainability. There are C4D providers in Chad, but there is not much funding.

RÉSUMÉ

Dans Tchad, la C4D est seulement connue dans UNICEF. La mise en oeuvre de la C4D a permis au Gouvernement, aux communautés et autres partenaires que la communication est au centre du développement. Elle permet à la communauté de s'impliquer directement dans les activités ainsi qu'assurer sa pérennité. Il y avait les prestataires, mais il n'y a pas beaucoup de financement.

COMMENT LA C4D CONTRIBUE AU DÉVELOPPEMENT EN TCHAD?

Les thèmes de C4D utilisés le plus dans Tchad sont la santé (85%) et l'éducation (15%).

COMMENT LA C4D METTRE EN ŒUVRE EN TCHAD?

Au niveau, la C4D est seulement connue par l'Unique Agence des Nations Unies qui est UNICEF. Elle organise des formations des C4D à cet effet et régulièrement. Son engagement est total. UNICEF a recruté plus que 43 consultants uniquement C4D pour les déployer dans les régions du pays.

QUELLE EST L'INTERVENTION DES PARTIES PRENANTES EN TCHAD?

Les stratégies et méthodes principales de la C4D utilisées dans le Tchad sont le Plaidoyer, Mobilisation Sociale, Communication pour le Changement Social, Communication Interpersonnelle, Renforcement des Capacités, et Suivi-Evaluation.

QUELLE EST LA SITUATION DES PRESTATAIRES DE SERVICES DE LA C4D EN TCHAD?

Les prestataires existent mais il n'y a pas de financement pour les activités. Cela s'explique par le seul partenaire qui fait la promotion de cette approche: UNICEF.

QUEL SONT DES EXEMPLES INTÉRESSANTS DE LA C4D EN TCHAD?

Pour le moment, la section C4D de l'UNICEF Tchad utilise l'approche C4D pour renforcer le PEV de routine dans le pays. Le projet s'appelle ACPV (Approche Communautaire pour la Promotion de la Vaccination). Il a consisté à recruter des relais communautaires dans les districts sanitaires du pays pour récupérer des enfants perdus de vue à travers des coupons. Ces enfants sont orientés dans les centres de santé pour être vaccinés en fonction des antigènes manqués. Ces derniers sont suivis chaque mois de manière à ce qu'ils soient complètement vaccinés avant leur premier anniversaire. Les relais reçoivent une motivation de 15 000 francs cfa par mois. Le projet marche à merveille. Car aujourd'hui beaucoup des enfants sont complètement vaccinés et donc protégés contre les maladies évitables par la vaccination.

COLOMBIA



The information for this study was gathered from a meet-up conducted via Skype Dec 2016 and the responses of members to our online questionnaire. 28 group members.

SUMMARY TRANSLATION

Members of the Network perceive that the concept of Communication for Development is not well known in Colombia. However, they recognise that some local NGO initiatives use C4D methods and practices, although not under the label of C4D. C4D themes include Peacebuilding, health and education, with common methodologies including advocacy, social change and behaviour change. The political context and implementation of the peace agreement with the FARC is identified by some members as an opportunity to work under the C4D approach.

RESUMEN

Miembros de la Red perciben que el concepto de Comunicación para el desarrollo no es muy conocido en Colombia. Sin embargo, reconocen algunas iniciativas de ONG locales, pero no bajo el nombre de C4D. Entre los temas en los que se usa C4D se mencionaron pedagogía para la paz, salud y educación, con metodologías como cabildeo, comunicación para el cambio social y cambio de comportamiento, y medios para el desarrollo. El contexto político y la implementación del acuerdo de paz con las FARC es identificado por algunos miembros como una oportunidad para trabajar bajo el enfoque de C4D.

¿CÓMO CONTRIBUYE LA C4D AL DESARROLLO EN COLOMBIA?

Aunque no hubo un consenso sobre los temas en los que más se usa C4D, se identificaron: Derechos Humanos, pedagogía para la paz, salud, educación, violencia de género, agricultura, y medio ambiente.

¿CÓMO SE PRACTICA C4D EN COLOMBIA?

Entre las estrategias más usadas se encuentran cabildeo, movilización social, comunicación para el cambio de comportamiento y cambio social, medios para el desarrollo, y algunos casos de uso de redes sociales.

¿QUÉ TAN COMPROMETIDOS ESTÁN LOS ACTORES CON LA C4D EN COLOMBIA?

Hay poco reconocimiento entre actores del gobierno y donantes, excepto en organizaciones como OIM o UNICEF. En el sector privado y sus fundaciones la comunicación es de carácter informativo, para difundir acciones de responsabilidad social. La sociedad civil trabaja iniciativas con enfoque participativo, sin llamarlo C4D.

¿QUIÉN PROVEE SERVICIOS DE C4D EN COLOMBIA?

No es común encontrar proveedores en Comunicación para el Desarrollo, la mayoría son consultores. Se identifican pocas ofertas laborales como 'oficial de C4D', ya que el concepto no es conocido. El perfil del comunicador en algunas organizaciones aún está muy enlazado a actividades de comunicación externa, no en proyectos con oportunidad de implementar enfoque C4D.

CÔTE D'IVOIRE



The information for this study was gathered from the responses of members to our online questionnaire. 11 group members.

SUMMARY TRANSLATION

Information and Communication Technologies (ICTs), a basic tool used in C4D, was introduced in Côte d'Ivoire in the 1980s in several fields of activity, including in agriculture (through the dissemination of new agricultural techniques) and health (the fight against HIV/AIDS). This precipitated the development of C4D practices in the country. Today, many NGOs and international NGOs, as well as the government, are implementing the strategies and methods of C4D. But despite the existence of service providers, there is no formal organisation of C4D in Côte d'Ivoire.

RÉSUMÉ

Le concept fondamental de la C4D a été introduit en Côte d'Ivoire dans les années 80 (étiquette l'Information Éducation Communication, ou IÉC) dans plusieurs domaines d'activités dont l'agriculture (divulguation des nouvelles techniques agricoles) et la santé (lutte contre le VIH/SIDA). Aujourd'hui, beaucoup des ONG et des ONG internationales, aussi que le gouvernement, mettent en œuvre les stratégies et méthodes de C4D. Mais malgré l'existence des spécialistes, il n'y a pas une organisation formelle de la C4D en Côte d'Ivoire.

COMMENT LA C4D CONTRIBUE AU DÉVELOPPEMENT EN CÔTE D'IVOIRE?

Les thèmes de la C4D utilisée les plus dans Côte d'Ivoire sont la santé (60%), le développement agricole (20%), la promotion de la paix et de la réconciliation (5%) la préservation de l'environnement (5%), la promotion de l'éducation et la lutte contre l'analphabétisme (5%), et le renforcement économique et la lutte contre la pauvreté (5%).

COMMENT LA C4D METTRE EN ŒUVRE EN CÔTE D'IVOIRE?

Les stratégies et méthodes de la C4D les plus utilisées dans Côte d'Ivoire sont: Communication pour le Changement Comportement, Communication pour les Changements Sociaux, Mobilisation Sociale, Plaidoyer, la Développement des Médias, et Mobilisation Communautaire.

QUELLE EST L'INTERVENTION DES PARTIES PRENANTES EN CÔTE D'IVOIRE?

Les ONG internationales (ex: FHI, HAI, Alliance, ACF, CARE, Centre Johns Hopkins, NDI, GIZ etc.), les ONG nationales (APROSAM, ASAPSU, OFACI, ONEF, Chigata, FEMAD, RASALAO, Servir, REPMASCI etc.), la société civile (CADHO, APDH, AFJCI, ICTJ etc), et les communautés utilisent la C4D plus ou moins dans leurs activités.

QUELLE EST LA SITUATION DES PRESTATAIRES DE SERVICES DE LA C4D EN CÔTE D'IVOIRE?

Il n'y a pas une organisation formelle de C4D en Côte d'Ivoire. Les spécialistes C4D travaillant dans diverses organisations existent, mais nous ne sommes pas organisés en une association. La Côte d'Ivoire a formé de nombreux Spécialistes C4D.

ETHIOPIA

The information for this study was gathered from the responses of members to our online questionnaire. This group has 33 members as of March 2017.



SUMMARY

C4D in Ethiopia has great potential for advancement as the success of C4D practices has been widely recognised during its deployment in tackling issues of water borne diseases and iodine deficiency. The participation of government and other stakeholder is perceived as vital to the progress.

HOW IS C4D DONE IN ETHIOPIA?

Despite limited implementation of C4D practices in Ethiopia, there is a wide variety of approaches and strategies, including behavioural change communication and a holistic methodology of social communication encompassing social marketing, social advocacy and mobilisation to bring about social change. C4D practices are employed in health campaigns (80%) and education (20%).

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN ETHIOPIA?

There is more donor than the government engagement in C4D in Ethiopia - notably UNICEF. However, the efforts so far by UNICEF have been on issues of health and sanitation (WASH in particular), in which communication strategies are still inadequate.

WHO IS PROVIDING C4D SERVICES IN ETHIOPIA?

C4D is not really rooted in Ethiopia and the knowledge of its operation is not well spread. Thus, a low level of service providers is present.

WHAT ARE INTERESTING EXAMPLES OF C4D IN ETHIOPIA?

C4D is being used in diverse causes despite its low levels of practice and knowledge of operation. Opportunity for improvements lies in more engagement of the government and also deepening the use through full knowledge and capacity building on how it works.

FIJI

The information for this study was gathered from the responses of members to our online questionnaire. This group has 6 members as of March 2017.



SUMMARY

Communication for Development is used for different development agendas, with voluntary organisations as the most prominent practitioners. However, there is a genuine lack of coordination among service providers.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN FIJI?

Communication for Development is increasingly being used for a wide array of development themes, in almost equal measure across the different categories: conservation (25%), Public Health (25%, especially HIV/AIDS), climate change (30%, with dramatic increase in inclusion of issues of disaster risks), and general development (20%, with a focus on violence against women, LGBT, culture and religion).

HOW IS C4D DONE IN FIJI?

The main Communication for Development strategies and approaches employed are those of behaviour change, advocacy, media development and research communication. Social change communication and social mobilisation are also used to some extent.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN FIJI?

Donors and governments are to yet embrace C4D, although they are keen to use communication and visibility to mobilise resources. This has created some confusion between communications and C4D as a sector. Members identify that there needs to be more coordination between practitioners so they can learn from one another and work together for the progression and effective usage of Communication for Development as a concept and practice, and ensure it is included in projects and programmes. The INGOs, NGOs, civil society, community organisations, and activists in Fiji are fully engaged in C4D, using it to promote feminism, campaign to reduce violence against women, conservation, sustainable use of natural resources and human rights.

WHO IS PROVIDING C4D SERVICES IN FIJI?

There are many C4D consultants in Fiji, however there is a need to strengthen the use of Communication for Development and members are keen to formally establish a C4D group in Fiji to promote the principles and concepts.

WHAT ARE INTERESTING EXAMPLES OF C4D IN FIJI?

There is a small Facebook page on Pacific Freedom Forum, Pacific Media4Development Network, and regional initiatives that are often organised by Commission on Education and Communication (IUCN CEC), EJNET and more.

FRANCE

The information for this study was gathered from the responses of members to our online questionnaire. This group has 26 members as of March 2017.



SUMMARY

A lack of understanding and support from donors, the government, and the development sector has hindered the growth of Communication for Development in France. C4D Network members note, however, that health and education professionals are more familiar with the concept of C4D. Although visibility is limited, C4D initiatives employ a variety of approaches, including advocacy, behaviour change communication and social mobilisation.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN FRANCE?

In France, C4D is not a common concept and there is a very little understanding about C4D. The main themes being used for C4D in France are health (80%) environmental and climate change (20%).

HOW IS C4D DONE IN FRANCE?

The main C4D strategies and methods include advocacy, behaviour change communication and social mobilisation.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN FRANCE?

C4D does not appear to be a priority among the donor community and the government, and there is still a lack of understanding about C4D.

WHO IS PROVIDING C4D SERVICES IN FRANCE?

Health and educational professionals are more familiar with the concept of C4D.

GAMBIA

The information for this study was gathered from the responses of members to our online questionnaire. This group has 2 members as of March 2017.



SUMMARY

Gambia's complex political situation has hindered the growth of communication for development in the country. Agriculture comprises 50 percent of the country's C4D initiatives, followed equally by medical research and business investment. Other popular C4D approaches include advocacy, media development and media mobilisation, which were implemented during the December 2016 presidential election.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN GAMBIA?

The main themes being used for C4D in Gambia are Agriculture (50%) health sector including medical research (25%) and business investment (25%).

HOW IS C4D DONE IN GAMBIA?

The main C4D strategies and methods include research for communication, advocacy, media development and recently media mobilisation, based on observations made during the recent presidential election in December 2016.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN GAMBIA?

There is very weak engagement with C4D, especially from the government. The FAO office in Gambia is the biggest user of C4D.

WHO IS PROVIDING C4D SERVICES IN GAMBIA?

Studio 361 provides market research with C4D as the biggest branding outfit in the Gambia. The National Environmental Agency of Gambia also uses it, mainly for social mobilisation during cleaning day exercises.

WHAT ARE INTERESTING EXAMPLES OF C4D IN GAMBIA?

Practitioners are using a structured approach to strengthening the C4D sector in Gambia, trying to build on the bases of attendance and presentation at the World Communication Congress for Development (WCCD).

GERMANY

The information for this study was gathered from the responses of members to our online questionnaire. This group has 41 members as of March 2017.



SUMMARY

Low visibility and awareness hinders the growth of Communication for Development in Germany. C4D Network members report that C4D-centred programmes are limited to the Ministry of Development and related government agencies, as well as media organisations like Deutsche Welle and NGOs involved in the refugee crisis. Health is identified as a major C4D theme, while popular strategies include social mobilisation, social marketing and the use of TV and radio spots.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN GERMANY?

C4D in Germany is used mainly for health.

HOW IS C4D DONE IN GERMANY?

The main C4D strategies and approaches used for C4D include social mobilisation and social marketing. TV and radio spots are common tools.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN GERMANY?

There is very little understanding of what C4D really means. There is the BMZ (ministry of development) and GIZ, which are responsible for C4D. However, the only state institution that is tackling communication issues is Deutsche Welle. Their department Deutsche Welle Akademie is responsible for international journalist trainings in the south, and their main objective is to improve journalism knowledge.

WHO IS PROVIDING C4D SERVICES IN GERMANY?

The Bundeszentrale für gesundheitliche Aufklärung institute is one of the most prominent organisations that practices C4D in Germany. Their most known campaign is called Gib Aids keine Chance. NGO'S and the government also use C4D when creating messages about the refugee crisis.

WHAT ARE INTERESTING EXAMPLES OF C4D IN GERMANY?

There are no clear examples on how C4D operates in Germany.

GUATEMALA



The information for this study was gathered from the responses of members to our online questionnaire. 4 group members.

SUMMARY TRANSLATION

In Guatemala, C4D is being increasingly employed in the health sector. One example of this is the inclusion of C4D practices in the National Strategy for the Prevention of Chronic Under-nutrition, which has involved community organisations, private sector entities and churches, amongst others. Some of the main promoters of C4D are UNICEF and international co-operation agencies.

RESUMEN

El enfoque de C4D está adquiriendo relevancia en el sector salud. Como ejemplo de ello, un miembro de la Red reporta la inclusión del componente C4D en la Estrategia Nacional para la Prevención de la Desnutrición Crónica, que ha involucrado a organizaciones comunitarias, sector privado, iglesias, entre otros. Algunos de los principales promotores de C4D son UNICEF y agencias de cooperación internacional.

¿CÓMO CONTRIBUYE LA C4D AL DESARROLLO EN GUATEMALA?

Los temas más usados en Comunicación para el Desarrollo son salud y nutrición infantil, seguida por protección integral de la niñez y educación.

¿CÓMO SE PRACTICA C4D EN GUATEMALA?

Entre las estrategias más usadas se encuentran comunicación para el cambio social, comunicación para el cambio de comportamiento, movilización social, abogacía, comunicación para el buen vivir y eduentrenamiento.

¿QUÉ TAN COMPROMETIDOS ESTÁN LOS ACTORES CON LA C4D EN GUATEMALA?

La Comunicación para el Desarrollo es reconocida entre donantes y cooperación internacional, especialmente por parte de UNICEF, el Programa Mundial de Alimentos, AECID y Save the Children. El gobierno central ha implementado C4D en temas de salud y nutrición. Organizaciones municipales, ONG y algunas iglesias están comenzado a conocer C4D a través de iniciativas como la Estrategia Nacional para la Prevención de la Desnutrición.

¿QUIÉN PROVEE SERVICIOS DE C4D EN GUATEMALA?

Hay pocos proveedores. La mayoría de agencias tienen un enfoque de comunicación tradicional, no relacionado con C4D. La Universidad Rafael Landívar y UNICEF han sumado esfuerzos para formar facilitadores y consultores en comunicación para el desarrollo.

¿QUÉ EJEMPLOS INTERESANTES DE C4D HAY EN GUATEMALA?

La Estrategia Nacional para la Prevención de la Desnutrición Crónica y su componente de comunicación apoyado por UNICEF; [Proyecto de Video en Agua y Saneamiento Ambiental](#) UNICEF está promoviendo la construcción de un enfoque C4D desde el contexto guatemalteco, con la participación de diversos actores y socios.

HAITI



The information for this study was gathered from the responses of members to our online questionnaire. This group has 14 members as of March 2017.

SUMMARY

Whilst there is little engagement of communication organisations in C4D in Haiti, stakeholders feel that C4D work has had a positive impact. Local authorities are keen to adopt C4D practices, though donor engagement remains low. Core C4D strategies and methods include behaviour and social change communications and social mobilisation. The main themes of C4D work are in cholera and disaster risk reduction, with some focus on violence against women.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN HAITI?

The main themes being used for C4D in Haiti include cholera (50%), disaster risk reduction (30%) and violence against women (20%).

HOW IS C4D DONE IN HAITI?

The main C4D strategies and methods include behaviour change communications, social change communications, and social mobilisation.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN HAITI?

There is very little engagement of communication organisations in C4D and it is extremely difficult to get them to support NGOs, though the company BLOOM is an exception to this. Most stakeholders are positive and believe that there is value in the C4D work that Oxfam has done in target communities. They believe that they have seen a change in attitudes and knowledge around the topics, particularly through dialogue around taboo subjects.

WHO IS PROVIDING C4D SERVICES IN HAITI?

There is a high degree of enthusiasm and participation by local authorities in Haiti. However, there is less interest from donors, unless a communications strategy is specially required.

WHAT ARE INTERESTING EXAMPLES OF C4D IN HAITI?

Interesting examples include: TIM TIM radio novella by Oxfam Zoukoutap, radio novella by BLOOM Children Becoming Citizens, and an Oxfam edutainment project using a mascot and cartoons.

INDIA



The information for this study was gathered from discussions in the UK meet-up in October 2016 and the responses of members to our online questionnaire. This group has 88 members as of March 2017.

SUMMARY

Communication for Development is an emerging concept and practice in India. Network members report that INGOs and NGOs are more engaged within C4D, but recently the government has started to use social media for participation. The main strategies identified by members are behaviour and social change and advocacy, used in themes like WASH and health.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN INDIA?

The main C4D themes are WASH, health, and other social issues like protection for young girls.

HOW IS C4D DONE IN INDIA?

The main C4D strategies and methods include behaviour and social change communication, advocacy, social mobilisation, and use of social media.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN INDIA?

Government communication is mostly top-down, but there are cases of use of social media for participation, like the [#SelfieWithDaughter](#) campaign. The engagement of INGOs or NGOs with C4D practices is greatest with WASH projects.

WHO IS PROVIDING C4D SERVICES IN INDIA?

There are some service providers available, including through third party bids.

WHAT ARE INTERESTING EXAMPLES OF C4D IN INDIA?

The government campaign to [Save Girl Child](#) in Punjab, India is an interesting example. There are also 'success stories' on the Ministry of Rural Development's [website](#).

INDONESIA



The information for this study was gathered from the responses of members to our online questionnaire. This group has 16 members as of March 2017.

SUMMARY

There is an increasing interest in C4D and technology in Indonesia. The government, INGOs and private sector actors are investing in 'digital-innovation-development'. The main strategies used for C4D include advocacy and social change, but there are also participatory approaches for governance issues. Members perceive that there is room in Indonesia for 'building a bridge between *techies* and those with development challenges'.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN INDONESIA?

The main themes used for C4D in Indonesia are health, environment, education, migrant workers, smart cities, food security, and livelihoods.

HOW IS C4D DONE IN INDONESIA?

The main C4D strategies and methods include advocacy, social and behaviour change, and social mobilisation. Participation in politics and governance was also mentioned.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN INDONESIA?

There is interest from the government in the approach of 'Making All Voices Count' initiative, which supports innovation and technology for better governance. Actors such as the Ministry for Communication and Information, IT companies, and agencies like USAID are interested in 'digital-innovation-development'. There are also INGOs investing in tech approach to governance issues.

WHAT ARE INTERESTING EXAMPLES OF C4D IN INDONESIA?

The Our member identifies an increasing interest for ICT and development in the government, INGOs and civil society, with initiatives like: [Making all Voices Count](#), an ICT for Development initiative implemented by INGOs Hivos, Ushahidi and IDS; and 'Innovation and Collaboration for Development', an initiative of the [Asian Foundation](#), to link tech workers with development organisations.

IRAN

The information for this study was gathered from the responses of members to our online questionnaire. This group has 4 members as of March 2017.



SUMMARY

Although Communication for Development has had little recognition from the government and donors, there are NGOs using C4D in Iran. Network members report using social change and mobilisation approaches for issues like human rights, the environment and health. There is interest from NGOs to transfer C4D knowledge to other colleagues and to start development projects.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN IRAN?

The main themes used for C4D in Iran are human rights, environment, animal rights, health and education.

HOW IS C4D DONE IN IRAN?

The main C4D strategies and methods include social change communication, social media for social change and social mobilisation.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN IRAN?

There is little or no engagement of government and donors in C4D, however there are some NGOs and consultants interested in C4D. Members report that colleagues from NGOs are transferring C4D knowledge in workshops. International organisations, such as UNICEF, have C4D offices in Iran.

WHO IS PROVIDING C4D SERVICES IN IRAN?

Members do not observe many C4D service providers in Iran.

WHAT ARE INTERESTING EXAMPLES OF C4D IN IRAN?

One interesting example is a participatory photography project in Iran that works with Iranian children and Afghan refugees.

KENYA

The information for this study was gathered from a meet-up in Nairobi in November 2016 and the responses of members to our online questionnaire. This group has 187 members as of March 2017.



SUMMARY

Local NGOs and governments are still grasping what C4D means, but it is gaining ground. There are governmental initiatives in health using social and behaviour change methods, and UN funds that promote the approach. The main work is on health, but there is potential in other sectors. Members expressed a need for training and advocacy of C4D within donors and civil society.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN KENYA?

The main theme used for C4D in Kenya is health (60 – 80%), but it is also used in other areas like education, environment, agriculture and disaster preparedness and response. There is C4D potential in sectors such as entrepreneurship and governance.

HOW IS C4D DONE IN KENYA?

The main C4D strategies and methods include social and behaviour change, and mobilisation.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN KENYA?

Communication for Development is mostly used by INGOs and UNICEF. However, there are governmental actors promoting behaviour change, social mobilisation and advocacy, such as the Ministry of Health during the recent cholera outbreak. For some donors communication is still a 'last minute tactic', related with PR and project result reports. There is an opportunity to work more with the private sector, as initiatives in social responsibility are emerging.

WHO IS PROVIDING C4D SERVICES IN KENYA?

It is difficult to find C4D service providers beyond Nairobi. There is a need for NGOs and the government to understand the required skills of C4D professionals, and for learning and capacity building for emerging talents in issues such as M&E. Job opportunities exist in C4D, but members perceive that there is little meritocracy.

WHAT ARE INTERESTING EXAMPLES OF C4D IN KENYA?

The Ministry of Health (Promotion Unit) is working on capacity building in C4D for Health Promotion Officers across the 47 counties. The approach will be used as the main planning strategy for communication and Advocacy interventions. Communication for Development is gaining popularity, as it was the main strategy used in the recent cholera outbreak in Kenya to promoting, preventing and health seeking behaviour. Private sector foundations like Safaricom are working closely with the communities, which might be an opportunity to promote the use of C4D.

MADAGASCAR

The information for this study was gathered from the responses of members to our online questionnaire. 14 group members.



SUMMARY TRANSLATION

Madagascar is incredibly diverse in terms of culture, customs, and social norms. So donors and international organisations focus their strategies on: behaviour change, social change, media development, advocacy, and research into sociological and cultural determinants. There is a lot of stakeholder engagement in Madagascar in C4D, but interventions are not always fully co-ordinated and resources at the government level remain very limited.

RÉSUMÉ

Madagascar est très diversifié en termes de culture, coutumes, et des normes sociales. Alors les bailleurs et les organismes internationaux se concentrent leurs stratégies sur: le Changement de Comportement, le Communication pour le Changement Social, le Média, le Plaidoyer, et la Recherche sur les déterminants sociologie et culturel. Il y a beaucoup d'engagement des parties prenantes en Madagascar dans la C4D, mais leurs interventions ne sont pas totalement coordonnées toujours et les ressources au niveau du gouvernement restent très limités.

COMMENT LA C4D CONTRIBUE AU DÉVELOPPEMENT EN MADAGASCAR?

Les thèmes de la C4D utilisée le plus dans Madagascar sont la santé de la mère et de l'enfant (40%), la nutrition (15%), WASH (20%), protection (20%) et éducation (5%).

COMMENT LA C4D METTRE EN ŒUVRE EN MADAGASCAR?

Les bailleurs et les organismes internationaux sont plus Communication pour le Changement de Comportement, Communication pour le Changement Social, Média, Plaidoyer, et Recherche sur les déterminants sociologie et culturel. Mais le plus fréquent est l'Information Éducation Communication (l'IEC).

QUELLE EST L'INTERVENTION DES PARTIES PRENANTES EN MADAGASCAR?

Les organisations internationales sont très engagées bien que leurs interventions ne sont pas totalement coordonnées. Les organismes internationales soutiennent le concept et l'initiative. De son côté le Gouvernement ne priorisent pas financièrement. Toutefois, un plateforme multisectoriel est en place et en cours d'initiation.

QUELLE EST LA SITUATION DES PRESTATAIRES DE SERVICES DE LA C4D EN MADAGASCAR?

Pour les IEC il y a des prestataires compétents et créatifs. Toutefois en termes de prestataire de formation, les ressources au niveau du gouvernement restent très limités.

MALI



The information for this study was gathered from the responses of members to our online questionnaire. This group has 5 members as of March 2017.

SUMMARY TRANSLATION

Until recently, C4D was not used in Mali. But today it is widespread, with an emphasis on WASH, education, health and nutrition, and advocacy. However, there are not yet many C4D service providers in Mali.

RÉSUMÉ

Jusqu'à récemment, la C4D n'était pas comprise dans Mali. Mais aujourd'hui c'est une affaire de tous avec l'accent sur WASH, l'éducation, la santé et la nutrition, et le plaidoyer. Mais il n'y a pas encore beaucoup des fournisseurs de la C4D dans Mali.

COMMENT LA C4D CONTRIBUE AU DÉVELOPPEMENT EN MALI?

Les thèmes de C4D utilisés le plus dans Mali sont le WASH, l'éducation, la santé et la nutrition, et le plaidoyer.

COMMENT LA C4D METTRE EN ŒUVRE EN MALI?

Toutes ces approches sont utilisées dans Mali: communication pour le changement des comportements, communication pour les changements sociaux, mobilisation sociale, plaidoyer, développement des médias, et de la recherche.

QUELLE EST L'INTERVENTION DES PARTIES PRENANTES EN MALI?

Les donateurs soutiennent et mettent les fonds à disposition pour le gouvernement pour la C4D. Avant de la C4D n'était pas compris, mais aujourd'hui c'est une affaire de tous. Toutes les parties prenantes sont engagées pour la C4D.

QUELLE EST LA SITUATION DES PRESTATAIRES DE SERVICES DE LA C4D EN MALI?

Les nombres de fournisseurs de la C4D sont peu dans Mali.

QUEL SONT DES EXEMPLES INTÉRESSANTS DE LA C4D EN MALI?

L'engouement et le changement opérés à travers l'application de la C4D.

THE MENA REGION

The information for this study was gathered from a meet-up in London in December 2016. The region is comprised of 14 country groups in the Network.



SUMMARY

In the MENA region, social media and the Internet have provided an opportunity for unprecedented media freedom and have transformed the communications landscape. Members noted that the MENA region is exceptional, due to governments hostile to foreign organisations, projects, and funding, and a lack of civil society present in many of the countries.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN THE MENA REGION?

The main themes being used for C4D in the MENA region include Countering Violent Extremism (CVE), media development and freedom of expression, human rights, with some focus on health.

HOW IS C4D DONE IN THE MENA REGION?

The main C4D strategies and methods include behaviour change and social change, especially a focusing on 'humanising the other.' There is a large focus on ICTs and Tech for Development. Other common methods include graffiti, photography and YouTube channels.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN THE MENA REGION?

A key question in the MENA region is how can service providers communicate better with donors, so they do not merely respond to donor proposals but rather work together with locals, internationals and donors to ensure that the work really targets the needs of those on the ground.

WHO IS PROVIDING C4D SERVICES IN THE MENA REGION?

INGOs, NGOs and donors are often absent at the beginning of projects and prefer to support entrepreneurial start-ups at a later stage. There is also an issue with donor and government relations. Development workers often need permission for their work, and governments have control of how the funds are spent. So development workers are tied to the government agenda, rather than working based on the needs of the people.

WHAT ARE INTERESTING EXAMPLES OF C4D IN THE MENA REGION?

There is heavy NGO engagement with and support for entrepreneurs regarding communication and the digital economy. One example is the popular Service Network to support Syrians, which uses social media to connect people across 15 countries for employment, scholarships, entrepreneurship and other recruitment opportunities. After it became very popular, donors started to invest heavily in the network.

MONTENEGRO



The information for this study was gathered from the responses of members to our online questionnaire. This group has 2 members as of March 2017.

SUMMARY

The scope of C4D in Montenegro is yet to be explored as it lacks awareness and expertise. UNICEF is the only international organisation working in development themes including education, child welfare, digital literacy, and online violence using the approaches of social and behaviour change communication and advocacy. However, sustainability of projects is an issue in the country regarding C4D activities.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN MONTENEGRO?

The development themes used for C4D in Montenegro are in the fields of inclusive education, pre-school education, fostering early childhood development, digital literacy and online violence.

HOW IS C4D DONE IN MONTENEGRO?

The main C4D strategies and approaches used include social and behaviour change communication and advocacy.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN MONTENEGRO?

Only UNICEF is engaged.

WHO IS PROVIDING C4D SERVICES IN MONTENEGRO?

There are no providers but UNICEF.

WHAT ARE INTERESTING EXAMPLES OF C4D IN MONTENEGRO?

There is a lack of C4D awareness and expertise. UNICEF is the only agency using it with success. Sustainability of projects and campaigns is also an issue, as local partners need to develop capacities to take over the C4D work in the long run.

Some successful C4D initiatives include: the [Preschool for all](#) campaign - Aimed at raising preschool enrolment rates in the poor municipalities with the lowest enrolment - on average there was a 22% increase in preschool enrolment in 2016; [Every child needs a family](#) - promoting fostering in Montenegro; and [Early childhood](#) campaign - focusing on breastfeeding, active fathers and alternatives to physical punishment of children.

MOZAMBIQUE

The information for this study was gathered from the responses of members to our online questionnaire. This group has 10 members as of March 2017.



SUMMARY

Communication for Development has an emerging presence in Mozambique, with government and international NGOs like UNICEF and USAID engaging in the field. C4D Network members identify media development and research, as well as the use of radio and television, as popular approaches to address issues on health - HIV/AIDS and malaria in particular - and gender. C4D training and capacity building opportunities are abundant, and will help to expand the field and familiarise the public with C4D's objectives, uses, and methods.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN MOZAMBIQUE?

C4D is mostly focused on promoting campaigns focused on health, HIV/AIDS, malaria and gender issues.

HOW IS C4D DONE IN MOZAMBIQUE?

The main C4D strategies and methods include media development and research, with radio and TV as common tools.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN MOZAMBIQUE?

C4D is strong concept among donor such as UNICEF and USAID and the government of Mozambique. There are lots of trainings and capacity development programs on the subject of development.

WHO IS PROVIDING C4D SERVICES IN MOZAMBIQUE?

Most NGOs have some C4D programming, and there are a number of community-based volunteers and activists mobilised for these programmes. There is growing recognition that more needs to be done to strengthen evidence based C4D programming and capacity, but limited funding available. Main donors investing in such programmes are limited to UNICEF and USAID.

WHAT ARE INTERESTING EXAMPLES OF C4D IN MOZAMBIQUE?

There are many opportunities for C4D as a new concept in Mozambique. These include opportunities to adapt this concept to the social framework and to familiarise people with its methods, strategies and uses. Interesting approaches include education through radio programmes and community dialogues.

NIGERIA

The information for this study was gathered from discussions in the UK meet-up in October 2016 and the responses of members to our online questionnaire. This group has 70 members as of March 2017.



SUMMARY

C4D is an evolving concept in Nigeria, and it is mainly practiced by INGOs and NGOs. International cooperation and donors recognise C4D practice, but members are not aware of government efforts using the approach. Members report that health, education and humanitarian actions are some of the themes used for C4D; while SBCC, social mobilisation and advocacy are the main methodologies.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN NIGERIA?

The main themes used for C4D in Nigeria are health, followed by education, humanitarian actions, climate change, security and environment. Other topics mentioned by members include HIV/AIDS and agriculture.

HOW IS C4D DONE IN NIGERIA?

The main C4D strategies and methods include social mobilisation, advocacy, social and behaviour change, media development and research.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN NIGERIA?

International cooperation and donors like USAID and DFID promote C4D in Nigeria, but members also mentioned that some donors see C4D as 'corporate communications'. There is little engagement of the government within C4D concept and practice and, while international organisations fund C4D projects, it is difficult to get local donors. There are INGOs and NGOs using C4D approaches, but some members perceive civil society and community organisations are not as equally engaged.

WHO IS PROVIDING C4D SERVICES IN NIGERIA?

There is scarcity of service providers in Nigeria, though some members recognise that there are local academic researchers and consultants in C4D. There are cases of consultants trained by INGOs in Communication for Development.

WHAT ARE INTERESTING EXAMPLES OF C4D IN NIGERIA?

Interesting examples of C4D in Nigeria include: [C-Change Communication for Change](#), which works on improving 'the effectiveness and sustainability of social and behaviour change communication (SBCC) across development sectors' – implemented by [Fhi360](#); A National Prevention of Mother-to-Child Transmission (PMTCT) of HIV [Communication Strategy](#) – National Agency for the Control of AIDS, C-Change; [SHOPS](#), Strengthening Health Outcomes through the Private Sector; and Health Communication Capacity Collaborative (HC3) in [malaria control](#) and family planning.

PAKISTAN

The information for this study was gathered from the responses of members to our online questionnaire. This group has 28 members as of March 2017.



SUMMARY

There are rare initiatives of Communication for Development in Pakistan, mostly lead by few INGOs and UNICEF. Network members perceive there is little understanding of the C4D concept in the development sector. However, members recognise the use of approaches like behaviour and social change in themes like health and education. Suggestions include the need to create awareness of C4D amongst civil society and donors.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN PAKISTAN?

The main theme used for C4D in Pakistan is health, followed by education and WASH.

HOW IS C4D DONE IN PAKISTAN?

The main C4D strategies and methods include social and behaviour change, social mobilisation and advocacy.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN PAKISTAN?

Government at federal and provincial levels are not aware of C4D concept or practice. UNICEF and a few INGOs are using the approach, and have started to involve local NGOs and civil society actors within the practice of C4D. It is perceived by some members that the development sector in Pakistan is struggling to link C4D with their programmes. Members identify the need to give 'C4D inspiration' to INGOs, NGOs and donors to adopt the approach.

WHO IS PROVIDING C4D SERVICES IN PAKISTAN?

There is a scarcity of C4D providers in Pakistan and advertising and communication agencies are not aware of what the concept means. There are limitations in finding the right C4D workforce, consultants.

WHAT ARE INTERESTING EXAMPLES OF C4D IN PAKISTAN?

Interesting examples of C4D in Pakistan include: the national BCC Campaign on WASH 'Clean Healthy Pakistan' and the UNICEF campaign for [Polio eradication](#).

PANAMÁ

The information for this study was gathered from the responses of members to our online questionnaire. This group has 4 members as of March 2017.



SUMMARY TRANSLATION

The concept of Communication for Development is little known in Panama. However, there is interest in C4D from international organisations, and the use of C4D strategies of advocacy and social mobilisation in health issues can be observed.

RESUMEN

El concepto de Comunicación para el Desarrollo es poco conocido en Panamá. Sin embargo, un miembro consultado en encuesta menciona el interés de organizaciones internacionales en C4D; y el uso de estrategias de *advocacy* y movilización social en temas de salud. Por otro lado, se propone involucrar a tomadores de decisiones para impulsar el enfoque de C4D.

¿CÓMO CONTRIBUYE LA C4D AL DESARROLLO EN PANAMÁ?

El enfoque C4D se ha usado mayormente en temas de salud, especialmente en VIH y Dengue.

¿CÓMO SE PRACTICA C4D EN PANAMÁ?

Entre las estrategias de C4D más usadas se encuentran *advocacy* y movilización social.

¿QUÉ TAN COMPROMETIDOS ESTÁN LOS ACTORES CON LA C4D EN PANAMÁ?

Organizaciones internacionales reconocen la práctica de C4D, sin embargo, otros actores de la sociedad civil y gobierno no conocen el concepto.

¿QUIÉN PROVEE SERVICIOS DE C4D EN PANAMÁ?

Consultores extranjeros proveen los servicios en temas de C4D. Miembros no reconocen universidades que enseñen Comunicación para el Desarrollo.

¿QUÉ EJEMPLOS INTERESANTES DE C4D HAY EN PANAMÁ?

Campaña de 'El Forrito' para el uso del condón, 2009. Desarrollada para un programa de corte popular llamado La Cascara. [Videos aquí.](#)

PAPUA NEW GUINEA

The information for this study was gathered from the responses of members to our online questionnaire. This group has 21 members as of March 2017.



SUMMARY

Communication for Development concept remains unclear with limited recognition by the government and development partners. However, is not an entirely foreign field in PNG, as some organisations use C4D tools where necessary, but not with a strategic approach. Members proposed to identify local activities and C4D approaches to work together.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN PAPUA NEW GUINEA?

The main themes being used for C4D in Papua New Guinea are: human rights (gender equality, EVAW, disability inclusiveness, child protection); health; education; law and order; and governance.

HOW IS C4D DONE IN PAPUA NEW GUINEA?

The main C4D strategies and methods used include behaviour and social change, sports for development, media development, mobile, social mobilisation and advocacy through mainstream media.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN PAPUA NEW GUINEA?

The Communication for Development concept is not recognised by the government or NGOs. There are not many C4D initiatives, however development programs practice some C4D techniques packaged as a component of a program activity. For instance, health programs, for example surrounding TB, all use social change communication to promote informed decision-making.

WHO IS PROVIDING C4D SERVICES IN PAPUA NEW GUINEA?

There is a scarcity of C4D providers in PNG because of insufficient demands, lack of knowledge and poor resourcing. International consultants and internal staff provide the few C4D services that exist. There is a concern for the career development of recent graduates. Members proposed an alumni's set-up in-country to encourage networking.

WHAT ARE INTERESTING EXAMPLES OF C4D IN PAPUA NEW GUINEA?

Sports for development is used in projects like WASH, and using Netball and the FIFA U-20 Soccer to #END Violence. UNICEF Ureport and Phones Against Corruption projects are examples of mobile usage. There is also the Media for Development Initiative, a partnership between the Australian Broadcasting Corporation and PNG National Broadcasting Corporation.

PHILIPPINES

The information for this study was gathered from discussions in the UK meet-up in October 2016 and the responses of members to our online questionnaire. This group has 38 members as of March 2017.



SUMMARY

Although there is some recognition of the C4D field in The Philippines, donors and government are not very engaged in its practice or concept. Network members identify that government communications are mostly top-down, while NGOs are slightly more aware of participatory approaches. Organisations use C4D strategies for themes like health, agriculture, disaster response or peace in the Mindanao area.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN THE PHILIPPINES?

The main themes being used for C4D in The Philippines are: health; WASH; agriculture; disaster response; maternal health; gender and development; Peacebuilding and conflict resolution; and subsidies.

HOW IS C4D DONE IN THE PHILIPPINES?

The main C4D strategies and methods used include behaviour change communication, participatory approaches, awareness campaigns, and capacity building.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN THE PHILIPPINES?

Members consider that engagement of government and donors is 'weak', as government communications tends to be top-down. There are international organisations like UNICEF use C4D approaches in their projects. There are some NGOs using participatory approaches.

WHO IS PROVIDING C4D SERVICES IN THE PHILIPPINES?

There is a scarcity of C4D service providers, especially as not many practitioners recognise that what they are doing is C4D.

WHAT ARE INTERESTING EXAMPLES OF C4D IN THE PHILIPPINES?

Members recognise there is a potential in using C4D approaches in The Philippines. As a surveyed member mentions, there is a "disconnection between practice and awareness", but approaches like BCC represent an opportunity to create social change.

There are initiatives in agriculture, specially focused on improving technology with farmers and extension services. There is also the Government's Zero Open Defecation initiative towards the Sustainable Sanitation Program, and there are recent government initiatives in Gender and Development.

PORTUGAL



The information for this study was gathered from the responses of members to our online questionnaire. This group has 13 members as of March 2017.

SUMMARY

C4D marks a very little presence in Portugal with only few initiatives launched in this area. Only NGOs and INGO are using C4D initiatives to tackle challenging themes like violence against women and elderly people, dating violence and equal rights for homosexual community using. The main strategies and approaches used are social and behaviour change communication and advocacy.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN PORTUGAL?

C4D in Portugal is used for themes like violence against women, violence against elderly people, dating violence and equal rights for homosexual community.

HOW IS C4D DONE IN PORTUGAL?

The main C4D strategies and approaches used for C4D include social and behaviour change communication and advocacy.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN PORTUGAL?

C4D has very little presence in Portugal as there are no courses or workshops conducted by the government. NGOs and INGOs engage in C4D as a concept and in practice, however civil society, community organisations and activists are not very active within the sector. Even in most of the NGOs, staff have little or no knowledge about the concept or its implementation.

WHO IS PROVIDING C4D SERVICES IN PORTUGAL?

There is a scarcity of C4D providers in Portugal, with only few initiatives taken by regular marketing agencies. In order to overcome the existing gap, one member is setting up an agency in C4D.

SOUTH AFRICA

The information for this study was gathered from a meet-up in Cape Town in December 2016 and the responses of members to our online questionnaire. This group has 50 members as of March 2017.



SUMMARY

Communication for Development enjoys high visibility in South Africa, in part due to the prevalence and popularity of edutainment programmes in radio and television. HIV/AIDS, health, girl's empowerment, and prevention of gender based violence are among the key issues addressed with a C4D approach. Aside from storytelling, another prevalent C4D strategy is the use of mobile phones in health and fishing, theatre, and community events. Both international and local organisations are actively using C4D for their various programmes; key drivers include UNICEF, PEPFAR-USAID, and PSI-Partners for a Healthy Nation.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN SOUTH AFRICA?

Some of the main themes used for C4D in South Africa are HIV/AIDS, health, girl's empowerment, prevention of gender based violence.

HOW IS C4D DONE IN SOUTH AFRICA?

The main C4D strategies and methods include storytelling, television and radio (Edutainment). Members also mentioned cases of use of mobile phones in health and fishing, theatre, and community events.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN SOUTH AFRICA?

There are INGOs and international cooperation using the approach, as a member highlighted the case of PEPFAR-USAID working on HIV/AIDS. There are recognised initiatives of civil society organisations, such as Soul City, working in drama, storytelling and television (Edutainment). Members also mentioned other actors working in C4D, such as UNICEF and [PSI-Partners for a Healthier Nation](#).

WHAT ARE INTERESTING EXAMPLES OF C4D IN SOUTH AFRICA?

Interesting examples of C4D in South Africa include: The INGO [Mothers2Mothers](#) is using mobile phones and SMS to provide information to pregnant mothers with HIV, as well as to receive their feedback with a mentor program; [Soul City Institute for Social Justice](#) – Soul City TV series and programs; and [Abalobi app](#) for small-scale fisheries.

SOUTH SUDAN

The information for this study was gathered from the responses of members to our online questionnaire. This group has 6 members as of March 2017.



SUMMARY

South Sudan is a new nation state and members recognise the benefit of using C4D approaches and strategies in projects there. UNICEF has been a key driver of using C4D approaches, strategies and methods in combating problems faced there, especially surrounding emergency disease outbreaks and immunisation.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN SOUTH SUDAN?

The main themes being used for C4D in South Sudan include: health (especially during the immunisation campaign in South Sudan, where 90% coverage has been achieved); education (where 60% enrolment has been achieved through C4D strategies); emergency and disease outbreak; WASH; child protection; and nutrition.

HOW IS C4D DONE IN SOUTH SUDAN?

The main C4D strategies and methods include behaviour change communications, social change communications, social mobilisation, advocacy, media development, and research communication.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN SOUTH SUDAN?

UNICEF has been engaging donor support for activities on behaviour and social change, social mobilisation, advocacy and media development to promote child survival and development activities during emergency situations in South Sudan. Many NGOs, civil society groups and community organisations are actively engaged and participate using the C4D concepts to implement different humanitarian projects in South Sudan.

WHO IS PROVIDING C4D SERVICES IN SOUTH SUDAN?

There are not many C4D service providers from South Sudan, but there are many civil society organisations and NGOs that can be engaged as C4D service providers.

WHAT ARE INTERESTING EXAMPLES OF C4D IN SOUTH SUDAN?

Examples include UNICEF campaigns such as the Polio eradication initiative, the cholera outbreak, Back to Learning, routine immunisation, and diseases outbreak response.

SRI LANKA

The information for this study was gathered from the responses of members to our online questionnaire. This group has 12 members as of March 2017.



SUMMARY

C4D service providers are scarce in Sri Lanka, however government policies encourage the implementation of C4D strategies and methods and the sector is developing.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN SRI LANKA?

The main C4D approach used in Sri Lanka is social change.

HOW IS C4D DONE IN SRI LANKA?

The main C4D strategies and methods include behaviour change communications, social change communications, social mobilisation, advocacy, media development, and research communication.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN SRI LANKA?

Government development policies encourage the implementation of C4D strategies and methods. There are many NGOs and community organisations based in civil society that engage with C4D practices in Sri Lanka.

WHO IS PROVIDING C4D SERVICES IN SRI LANKA?

C4D service providers are scarce in Sri Lanka.

WHAT ARE INTERESTING EXAMPLES OF C4D IN SRI LANKA?

There are lots of developments happening in C4D in Sri Lanka.

SUDAN

The information for this study was gathered from the responses of members to our online questionnaire. This group has 20 members as of March 2017.



SUMMARY

There is very little C4D practice in Sudan and implementation is generally in response to emergencies rather than development needs. There is a large focus on health care practices and awareness raising, with some focus on education.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN SUDAN?

The main themes being used for C4D by UNICEF in Sudan include health practices, including awareness raising and addressing customs and traditions (70%), and education (30%).

HOW IS C4D DONE IN SUDAN?

The main C4D strategies and methods include behaviour change communications, social change communications, social mobilisation, advocacy and media development. Research into C4D best practice in Sudan is highly needed.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN SUDAN?

The government does not invest much in C4D. Implementation of projects is limited to specific communities and is always in response to an emergency, rather than to development needs. There seems to be a strong engagement on certain high profile issues, such as female genital mutilation (FGM). However many fields, including health, lack strong support in this area. Members suggest that this might be related to the scarcity of donors during international crises, such as the outbreaks of Ebola and cholera. They also cite the sanctions on Sudan as a possible reason for scarcity of development resources.

WHO IS PROVIDING C4D SERVICES IN SUDAN?

There are no C4D service providers in Sudan, practitioners are restricted to the government health promotion department (which has limited communications funding), and UNICEF and other NGOs.

WHAT ARE INTERESTING EXAMPLES OF C4D IN SUDAN?

Examples include the Salema campaign (for the abandonment of FGM), Ashufa'a al-Soghar communication initiative (to reduce child mortality rates, and the prevention of open defecation project and hand washing.

TANZANIA

The information for this study was gathered from a meet-up in Dar es Salaam in December 2016 and the responses of members to our online questionnaire. This group has 24 members as of March 2017.



SUMMARY

Communication for Development is an emerging sector in Tanzania. Practices and practitioners exist, although they do not always use C4D language and frameworks. There is a need for more research into how C4D can be incorporated into government work, which mainly focuses around social mobilisation and health.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN TANZANIA?

The main themes being used for C4D in Tanzania include nutrition, followed by health, with ending violence against women and children allocated a smaller share of the C4D budget.

HOW IS C4D DONE IN TANZANIA?

The main C4D strategies and methods include social mobilisation, behaviour and social change communications, advocacy and media development.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN TANZANIA?

The donors work more with INGOs while the government is implementing their traditional, mostly health related programs such as immunisation through social mobilisation. For different sectors there is different communication and engagement with the government, so engagement depends on the field of practice.

WHO IS PROVIDING C4D SERVICES IN TANZANIA?

The government has extensive human resources from national to village level, dealing with social health promotion and community development. But since most of the INGOs do not work with the government, they also recruit people to provide C4D services at community level. There are not many who provide specifically C4D services in Tanzania – most people provide a combination of skills that include communications strategies alongside various other services. There are no specific C4D courses at Universities in Tanzania.

WHAT ARE INTERESTING EXAMPLES OF C4D IN TANZANIA?

The C4D concept is not used at all in Tanzania. Instead, the language used is behaviour and social change, health promotion, and social marketing in addressing health and social change issues. C4D is an emerging concept in this country. There needs to be more research to understand the dynamics of the sector and into how to incorporate C4D into government work there.

THAILAND

The information for this study was gathered from a meet-up in Bangkok in December 2016 and the responses of members to our online questionnaire. This group has 47 members, as of March 2017.



SUMMARY

The political context of the country is recognised as a challenge to the implementation of Communication for Development. However, some local governments and civil society organisations are starting to understand the value of more participatory approaches, although they do not label them C4D. The concept is recognised within some INGO and UN funders, but it is not widely known.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN THAILAND?

Some of the main themes being used for C4D are health, counter trafficking and migration.

HOW IS C4D DONE IN THAILAND?

The main C4D strategies and methods used by practitioners include action research and advocacy.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN THAILAND?

The political context in Thailand is perceived as a difficult aspect for developing participatory approaches with the government. There is a recent case of training in C4D involving government representatives. Some international donors and UNICEF are more engaged with the C4D approach. Civil society and local NGOs are doing C4D but do not necessarily label their actions as C4D; some call it 'communicating with communities'. There are challenges at different levels of participation in C4D projects and it is a general difficulty to engage people in participatory actions.

WHO IS PROVIDING C4D SERVICES IN THAILAND?

As organisations are still only starting to recognise the value of the approach, there are not yet many job offers for C4D practitioners.

WHAT ARE INTERESTING EXAMPLES OF C4D IN THAILAND?

Examples include the Asia Pacific Women Law and Development Organisation, from Chiang Mai, and work on feminist action research.

TURKEY

The information for this study was gathered from the responses of members to our online questionnaire. This group has 8 members as of March 2017.



SUMMARY

Communication for Development was largely introduced after 2010 in Turkey. While there is not much knowledge of C4D and very few practitioners, the demand is increasing year on year. The Syrian refugee crisis has led to an increase in C4D practices, especially surrounding the empowerment of host communities, however resources are scarce.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN TURKEY?

The main themes being used for C4D in Turkey include women's empowerment, skills development, local development, and the Syrian response and empowering host communities.

HOW IS C4D DONE IN TURKEY?

The main C4D strategies and methods include social mobilisation, social change communication, and advocacy and awareness raising.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN TURKEY?

Donors and government usually engage in C4D via intergovernmental organisations at a local level. Donor visibility is becoming increasingly important for resource mobilisation. There is an increasing competition among many stakeholders for ever-narrowing resources and newly emerging resource/development practice areas (such as Syrian refugees).

WHO IS PROVIDING C4D SERVICES IN TURKEY?

There are not many C4D service providers in Turkey. The situation is improving, but there is still a long way to go.

WHAT ARE INTERESTING EXAMPLES OF C4D IN TURKEY?

C4D was largely introduced after 2010 and the concept is not yet known widely, but the demand for C4D is increasing every year. C4D practitioners mainly focus on corporate sustainability issues, and less emphasis is placed on other main development issues.

UGANDA

The information for this study was gathered from a meet-up in Kampala in September 2016 and the responses of members to our online questionnaire. This group has 56 members as of March 2017.



SUMMARY

Communications for Development is not a 'streamlined' practice in Uganda, but it is used by NGOs and governmental institutions. C4D focuses mainly on health, agriculture and livelihoods using methods like SBCC and 'top-down' advocacy. Despite an increasing interest for communication in organisations, there is still a lack of understanding about the role of C4D professionals. Members identified training needs in M&E skills and strategic use of tools.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN UGANDA?

The main themes being used for C4D are agriculture, health and livelihoods; members also mentioned climate change, energy, gender and nutrition.

HOW IS C4D DONE IN UGANDA?

The main C4D strategies and methods include social mobilisation, social and behaviour change, advocacy and use of social media.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN UGANDA?

There is engagement of government and donors in the health sector, as the Ministry of Health provides strategic direction and guidance in health communication. There are initiatives in extension and farmer schools, but are not known as C4D. There are budgetary constraints for M&E when implementing C4D, donors are interested in 'the numbers'.

WHO IS PROVIDING C4D SERVICES IN UGANDA?

There is a scarcity of experienced C4D service providers. Communication agencies are more focused on external communications, not C4D. There is little understanding about the role of C4D professionals, especially by human resources departments. There is a need for training professionals in M&E, as members find difficulties proving C4D impact.

WHAT ARE INTERESTING EXAMPLES OF C4D IN UGANDA?

Interesting examples of C4D in Uganda include: Uganda Health Marketing Group www.uhmg.org; and FHI360's Communication for Healthy Communities

Project <https://www.fhi360.org/resource/obulamu-campaign-implementation-guide-phase-one-hows-your-love-life>.

UNITED KINGDOM

The information for this study was gathered from a meet-up in London in October 2016 and the responses of members to our online questionnaire. This group has 698 members as of March 2017.



SUMMARY

There is little engagement of donors and government in C4D practice. However, there is some work being done in public health for behaviour change. On the other side, INGOs and NGOs are involved in discussions and sharing knowledge. Members mentioned that behaviour change communication is used with a focus on employment, political change, education, and some public health outcomes.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN THE UK?

The main themes being used for C4D in The UK are: health; employment; political change; education; and countering violent extremism.

HOW IS C4D DONE IN THE UK?

The main C4D strategies and methods used include behaviour change communication and strategic communications.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN THE UK?

Members express that there is not significant engagement of donors and government in C4D, although there are initiatives in public health. Some members perceive that funding is 'likely declining', as C4D is a hard concept to explain and to 'sell' to donors. There are INGOs and NGOs exchanging knowledge about C4D outcomes in online forums and discussions.

WHO IS PROVIDING C4D SERVICES IN THE UK?

Some members recognise various consultancies working with C4D approaches. Members recognise large organisations like Internews and BBC Media Action are using C4D methodologies.

WHAT ARE INTERESTING EXAMPLES OF C4D IN THE UK?

Interesting examples of C4D in the UK include the [Communication for Development Network](#) works on increasing practitioners' awareness of and access to visual storytelling services for development outcomes. They also assist with internal processes, such as fundraising, M&E and advocacy. The work of [BBC Media Action](#) using the media development approach is also a pertinent example.

UKRAINE

The information for this study was gathered from a meet-up in Kyiv in January 2017 and the responses of members to our online questionnaire. This group has 11 members as of March 2017.



SUMMARY

Communication for Development is an emerging field in Ukraine. Network members perceive there is engagement of civil society organisations mostly in advocacy level and other initiatives related with open government. Donors actively support media, and try to involve the government in building communication with communities. Members' suggestions for the future include sharing best practices and inviting experts to Ukrainian universities to nurture the C4D field.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN UKRAINE?

Some of the main themes used for C4D in Ukraine are health/psychosocial support, education, Internally Displaced Persons integration, and childcare. Members also mentioned topics like decentralisation and social compensations.

HOW IS C4D DONE IN UKRAINE?

The main C4D strategies and methods include behaviour change communication, social change communication, social mobilisation, advocacy, media development and research communication.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN UKRAINE?

Members perceive donor interest is mostly directed towards the east of the country due to the current emergency state and the armed conflict in Ukraine. There are challenges working with government, but also good examples of cooperation on local level, such as the decentralisation reform in Ukraine. There are INGOs working on C4D in partnership with NGOs and CBOs, and there are CSOs acting as 'watchdogs' for policy reforms, such as the open parliament action plan.

WHO IS PROVIDING C4D SERVICES IN UKRAINE?

There are challenges finding qualified staff with knowledge in C4D. There are emerging positions for communication experts in the government. Journalism, PR and advertising are taught in Ukraine, but members noted that students do not receive mentorship from practitioners from the field.

WHAT ARE INTERESTING EXAMPLES OF C4D IN UKRAINE?

Interesting examples of C4D in Ukraine include; [Danish Demming Group](#) works on raising awareness about mine risk in Ukraine; and the campaign [#stopMina](#) about mine risk in Ukraine.

URUGUAY

The information for this study was gathered from the responses of members to our online questionnaire. This group has 5 members as of March 2017.



SUMMARY TRANSLATION

The concept of C4D is little known in Uruguay. However, international NGOs use C4D practices, with examples including the use of behaviour change communication for a public health campaign. It is recognised that there is potential for the use of C4D, but more training is needed.

RESUMEN

El concepto de C4D es poco conocido en Uruguay. Sin embargo, los miembros consultados mencionaron que ONG internacionales usan el enfoque y hay un caso en el sector privado. Se menciona una campaña de salud pública con uso de comunicación para cambio de comportamiento, entre otros temas como energía renovable y agua. Se reconoce que hay potencial en el uso de C4D, pero se necesita formación.

¿CÓMO CONTRIBUYE LA C4D AL DESARROLLO EN URUGUAY?

Una miembro de la Red identifica algunos temas como empoderamiento de mujeres, pequeña y mediana empresa, salud, energías renovables en agricultura, y uso del agua.

¿CÓMO SE PRACTICA C4D EN URUGUAY?

Entre las metodologías usadas se encuentran cambio de comportamiento, intervenciones participativas y *advocacy*.

¿QUÉ TAN COMPROMETIDOS ESTÁN LOS ACTORES CON LA C4D EN URUGUAY?

El concepto y la práctica de C4D es muy nueva y poco conocida en Uruguay. El uso de la comunicación para algunos donantes se limita a la divulgación, cuando el proyecto ya ha iniciado.

¿QUIÉN PROVEE SERVICIOS DE C4D EN URUGUAY?

Hay pocos proveedores. Se identifica una empresa que trabaja con el sector privado usando metodologías C4D. Hay necesidad de formación en el campo de C4D.

VANUATU

The information for this study was gathered from the responses of members to our online questionnaire. This group has 4 members as of March 2017.



SUMMARY

The diversity in Vanuatu due to dispersed population poses challenges for C4D initiatives in the country and makes it difficult to achieve consistent or comprehensive coverage. However, the government has started to realise the potential of C4D and is about to frame legislation enabling public access to information. Also the engagement of INGOs and NGOs in C4D is increasing in the themes of concepts of integrity, anti-corruption and public access of information. The approaches used include advocacy, media development and behaviour change communication.

HOW IS C4D DONE IN VANUATU?

The main C4D strategies and approaches used for C4D include advocacy, media development and behaviour change communication.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN VANUATU?

The government has just started to embrace C4D and is due to pass FOI legislation that will enable easy access of information for people. Some ministries (Agriculture in particular) are working with regional multilateral bodies to use C4D. International donors too support C4D to some extent. For example, Australia supports C4D through PACMAS-Pacific Media Assistance Program, while WHO and other agencies also do targeted work in Health, Environment.

WHO IS PROVIDING C4D SERVICES IN VANUATU?

There is a scarcity of C4D providers in Vanuatu.

WHAT ARE INTERESTING EXAMPLES OF C4D IN VANUATU?

Vanuatu has a small, dispersed population who speak a range of languages, making it very challenging to work at a national level and to achieve consistent or comprehensive coverage. Therefore, the work needs to be targeted, often geographically

Transparency International Vanuatu work with the Right to Information Unit, Office of the Prime Minister, and the Media Association Vanuatu to conduct RTI awareness across all provinces.

ZAMBIA

The information for this study was gathered from the responses of members to our online questionnaire. This group has 19 members as of March 2017.



SUMMARY

Communications for Development has received a recent boost within government development projects, notably within education and health sectors. Core methods include advocacy, behaviour change, research and media development. However, the concept is still in its infancy and many projects do not specifically refer to the discipline, despite comprising of C4D approaches, strategies and methods.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN ZAMBIA?

The main themes being used for C4D in Zambia are health (50-60%) and education (40-50%).

HOW IS C4D DONE IN ZAMBIA?

The main C4D strategies and methods include advocacy, behaviour change, research and media development.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN ZAMBIA?

The Zambian government has planned to train all members of staff at the Ministry of General Education in C4D at a national, provincial, district and school level. The first cohort received a week-long training in November 2016. INGOS and NGOs work in collaboration with the government and line institutions when implementing communication strategies for development programmes and activities.

WHO IS PROVIDING C4D SERVICES IN ZAMBIA?

There are a number of C4D providers, though most organisations do not know that they are providing Communications for Development services.

WHAT ARE INTERESTING EXAMPLES OF C4D IN ZAMBIA?

The first cohort of Masters graduates of C4D at the University of Zambia was in 1998. This training is now being broadened out to all ministry staff and, with the implementation of the National Broadband Strategy, there is hope that C4D will be embraced at all levels. Effective C4D projects in Zambia include the Food Security Pack programmes and the community-based Rehabilitation Programmes on disability.

ZIMBABWE

The information for this study was gathered from a meet-up in Harare in December 2016 and the responses of members to our online questionnaire. This group has 49 members as of March 2017.



SUMMARY

Network members perceive that C4D concept and practice is little known in Zimbabwe, as communication is limited to visibility and diffusion of project's activities. However, there are some NGOs and international organisations using C4D methodologies like advocacy, social mobilisation, media development and theatre for addressing issues as health, agriculture, gender, education, and others. Members observe that there is room for C4D training as there are not many courses.

HOW DOES C4D MAKE A CONTRIBUTION IN DEVELOPMENT IN ZIMBABWE?

The main themes used for C4D in Zimbabwe are health, gender, child protection, agriculture, education and environment.

HOW IS C4D DONE IN ZIMBABWE?

The main C4D strategies and methods include media development, social mobilisation, advocacy, behaviour change communication. Members also mentioned that CSOs use approaches like theatre for development and arts. There is also use of social media.

WHAT IS THE ENGAGEMENT OF STAKEHOLDERS IN C4D IN ZIMBABWE?

Members perceive that donors are more interested in visibility and communicating activities, than in C4D practice. There is a lack of understanding about C4D within the communication sector, especially among programme managers and budget holders. There is some involvement of government in developing C4D materials for health issues.

WHO IS PROVIDING C4D SERVICES IN ZIMBABWE?

There is scarcity of C4D service providers, and jobs are not well advertised. Members do not identify training in C4D, although in the past there were courses. Colleges are mainly focused on journalism and media.

WHAT ARE INTERESTING EXAMPLES OF C4D IN ZIMBABWE?

Members agree that there is potential for C4D practice in Zimbabwe, as they find in such approach an opportunity to create processes of empowerment of communities, and therefore, take actions to improve their lives. It is also perceived that there are opportunities for the use of ICT in development, especially with smartphones.

One interesting example is Kurima Mari, an app to assist small holder farmers and extension officers, with online and offline access – developed by Extra Project of Welthungerhilfe and Livelihoods Food Security Program (LFSP).



NOTES



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