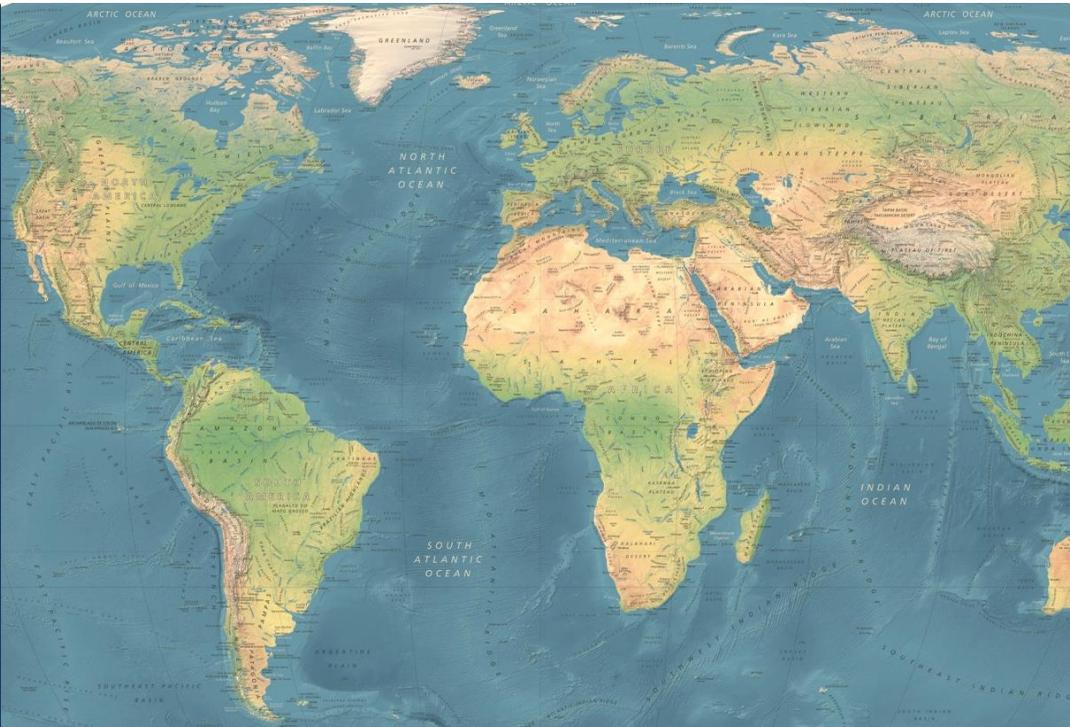

C4D Network

Country Mapping Study - Key Findings 2016/2017



C4D NETWORK

COUNTRY MAPPING

Introduction - p.3

Key Findings - p. 7

INTRODUCTION

Welcome to the 2016/2017 C4D Network Mapping Study ‘Key Findings’ – 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. 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.

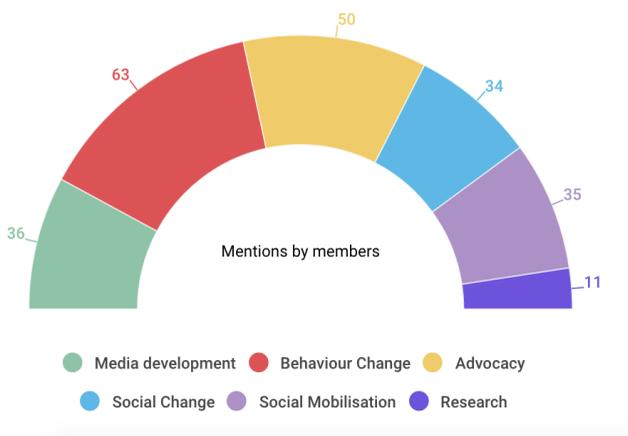
These patterns are captured here in key findings.

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.

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.