

Unclassified

DCD/DAC/GOVNET/A(2011)1

Organisation de Coopération et de Développement Économiques  
Organisation for Economic Co-operation and Development

26-May-2011

English - Or. English

DEVELOPMENT CO-OPERATION DIRECTORATE  
DEVELOPMENT ASSISTANCE COMMITTEE

## DAC Network on Governance

DRAFT ANNOTATED AGENDA

OECD-DAC NETWORK ON GOVERNANCE MEETINGS

6-8 June 2011, OECD Conference Centre, Paris

*Please note that this agenda is only available for download from OLIS in .pdf format.*

*OPENING OF THE DAC GOVERNANCE NETWORK PLENARY MEETING  
6 JUNE 2011*

*INTERNATIONAL CONSULTATION ON AID, ACCOUNTABILITY AND DEMOCRATIC GOVERNANCE  
6-7 JUNE 2011*

*SEMINAR ON TRENDS IN SUPPORT OF ACCOUNTABILITY: MEDIA ASSISTANCE TODAY  
7-8 JUNE 2011*

*FINAL SESSION OF THE DAC GOVERNANCE NETWORK PLENARY MEETING  
8 JUNE 2011*

Contact:

Lisa Williams, DCD/POL - Tel: +33(0)1 45 24 18 79 - Email: [lisa.williams@oecd.org](mailto:lisa.williams@oecd.org)

Kjetil Hansen, DCD/POL - Tel: +33(0)1 45 24 90 21 - Email: [kjetil.hansen@oecd.org](mailto:kjetil.hansen@oecd.org)

JT03302500

Document complet disponible sur OLIS dans son format d'origine  
Complete document available on OLIS in its original format



DCD/DAC/GOVNET/A(2011)1  
Unclassified

English - Or. English



# **OECD-DAC NETWORK ON GOVERNANCE MEETINGS**

## **MONDAY-WEDNESDAY, 6-8 JUNE 2011**

---

**OPENING OF THE DAC NETWORK ON GOVERNANCE PLENARY MEETING  
6 JUNE 2011**

**INTERNATIONAL CONSULTATION ON AID, ACCOUNTABILITY AND  
DEMOCRATIC GOVERNANCE  
6-7 JUNE 2011**

**SEMINAR ON TRENDS IN SUPPORT OF ACCOUNTABILITY:  
MEDIA ASSISTANCE TODAY  
7-8 JUNE 2011**

**FINAL SESSION OF THE DAC NETWORK ON GOVERNANCE PLENARY MEETING  
8 JUNE 2011**

OECD Conference Centre, Paris  
6 June - Room C  
7 & 8 June - Room CC2

**OECD DAC NETWORK ON GOVERNANCE (GOVNET)**  
Organisation for Economic Co-operation and Development  
2, rue André Pascal 75016 Paris FRANCE





*Draft Agenda*  
**DAC Network on Governance (GOVNET) 15<sup>th</sup> Plenary Meeting**  
**OECD Conference Centre, 6-8 June 2011**

---

**MONDAY, 6 JUNE 2011**

---

09.15 – 10.00 **Welcome and introduction**

- Overview, approval of draft agenda and adoption of the Summary Record of the 14<sup>th</sup> GOVNET Meeting
- Elections of Chair(s) and Bureau

**Objectives:**

- Share progress report on GOVNET work streams
- Review, with a view to finalising, case studies and draft guidance on aid, accountability and democratic governance and key policy messages and agree next steps
- Develop Draft Principles for Media Development through the Seminar on Media Assistance Today
- Agree GOVNET's input to the High Level Forum on Aid Effectiveness (HLF-4)

**Document:** Draft Summary Record of the 14<sup>th</sup> Meeting of the OECD-DAC Network on Governance, 8-10 December 2010

---

10.00 – 11.00 **Key agency priorities and support to the Middle East and North Africa (MENA) Region**

- Updates on priority work areas in governance
- MENA Survey of Democratic Governance Support to countries in the MENA Region

**Room Document 1:** Summary of Results from MENA Survey of Democratic Governance Support

---

11.00 – 11.15 **Coffee break**

---

11.15 – 13.00 **Progress on democratic governance, accountability, rights and anti-corruption**

- **Aid, domestic accountability and democratic governance work stream**
- **Anti-corruption:** Asset Recovery; International Drivers and Joint Responses
- **Human Rights:** Survey of Current Practice; Aid Effectiveness Principles and Accountability
- **GOVNET outreach and work with** other OECD Directorates/Networks (WP-EFF&INCAF)

**Room Document 2:** Update of the GOVNET Programme of Work and Budget, 2011-12: i) Accountability, Democratic Governance and Rights; ii) Anti-corruption; and iii) Taxation

**See also Room Document 7 for the International Consultation on Aid, Accountability and Democratic Governance**

---

13.00 – 14.30 **Lunch**

---

14.30 – 15.45 **Progress report on Taxation and Development**

- **Taxation:** New Tax and Development Task Force Inputs from GOVNET
- 

15.45 – 16.00 **Coffee break**

---

---

## 16.00 – 18.00 International consultation on aid, accountability and democratic governance

### support: citizen-state dialogue

- Presentations on case study processes on aid and domestic accountability:
  - Mali, Ousmane Sy, Former Interior Minister, Mali, Stephane Louhaur (France) and J. Leonard (PWC)
  - Mozambique (Switzerland), Alex Widmer (SDC), Marc de Tollenaere (SDC Mozambique)
  - Peru (USAID), David Yang (USAID) and Jorge Nunez (Agencia, Peruana de Coordinación Internacional (APCI)
  - Uganda (UK/Ireland) and Leni Wild (ODI)

**Room Document 3.** Improving Domestic Accountability Support: Education and Decentralisation in Mali

**Room Document 4.** Improving Domestic Accountability Support: Budget Processes and Health in Mozambique

**Room Document 5.** Improving Domestic Accountability Support: Budgeting and Child Nutrition in Peru

**Room Document 6.** Support to Domestic Accountability: Budget Processes and Service Delivery in Uganda

---

## TUESDAY, 7 JUNE 2011

---

### 9.30 – 10.45 Toward Draft Guidance on Aid, Accountability and Democratic Governance Support

- Draft Synthesis of Guidance on Aid, Accountability and Democratic Governance Support  
M. Chungong (IPU), L. Williams (GOVNET) and L. Wild (ODI)
- The HLF 4 on Aid Effectiveness: Draft Policy Messages on Domestic Accountability Actors and Systems

#### *Tour de table and discussion*

**Room Document 7.** Draft Guidance and Key Policy Messages on Aid, Accountability and Democratic Governance

---

### 10.45 – 11.00 Coffee break

---

### 11.00 – 12.00 Implementing findings on aid, accountability and democratic governance: related donor and foundation innovations

- **Tour de table on related** accountability research: e.g., Empowerment and accountability (DFID, the Netherlands), Budget Support (EC and Germany), etc.
  - Social Accountability, Mary McNeil, Team Lead, Governance Practice, World Bank Institute (WBI)
  - Local Level Domestic Accountability (Netherlands/Africa Studies Centre Leiden, Netherlands Institute for Multi-party Democracy (NIMD))
  - Ownership and Mutual Accountability (WP-EFF Cluster A and Commonwealth Secretariat)
  - Foundation Efforts: Transparency and Accountability (DFID and Martin Tisne)
  - Accountability in Service Delivery: A Self Assessment Tool (IDEA)
- **Developing an implementation strategy:** GOVNET as a platform for work on Parliaments, Parties, the Media, Civil Society, Audit Institutions, etc.

---

### 12.00 – 12.30 Wrap-up, conclusions and any other business

- Chairs' summary of next steps: finalizing policy messages and draft guidance, preparing for HLF4 on Aid Effectiveness, 30 November – 2 December 2011.

---

### 12.30 – 14.00 Lunch break



**Seminar on Trends in Support of Accountability:  
Media Assistance Today  
7-8 JUNE 2011**

---

**Sponsored by:**

**The World Bank Institute  
Internews  
BBC World Service Trust  
OECD-DAC-GOVNET**

**DRAFT AGENDA**



## Seminar on Trends in Support of Accountability: Media Assistance Today

For much of modern democratic history, media has been considered one of the most powerful forces holding the executive to account. It receives special protection within most democratic constitutions expressly because an informed citizenry and a fourth estate capable of acting as a check on executive power are considered to be critical to good governance. The importance of an informed citizenry to a functioning democracy is broadly acknowledged.

In practical terms, however, several surveys suggest that the issue remains low in terms of governance priorities within development agencies.<sup>1</sup> Apart from the work of the United States Agency for International Development (USAID), explicit development agency focus on support to media and social media processes in society has been limited and lacked understanding of the impact of media and communication on broader development and governance outcomes. Few agencies have professional capacity dedicated to media and communication as a governance issue.

There is, however, a move to develop more strategic approaches to support accountability and democratic governance in development agencies. Demand within agencies for a clearer focus and strategic frameworks for support to media as a component of governance strategies appears now to be growing. The media is mentioned in the Accra Agenda for Action on Aid Effectiveness within the context of helping to contribute to mutual accountability. Four main reasons may be motivating this shift.

- **Making accountability work for citizens:** As demand within development agencies grows for clearer, more effective strategies to enhance domestic accountability, development actors are seeking a) a greater evidence base supporting media's role as an accountability mechanism<sup>2</sup> and b) clearer strategic guidance on which approaches are effective. As investment in other domestic accountability strategies grows (including budget monitoring, access to information, aid transparency, parliaments, political parties and other civil society support), media support should be prioritised, structured and organised. This accountability dimension will provide the main focus for the seminar.
- **Enhancing Democracy:** Making democracy work between elections has been an increasing preoccupation of development and democracy support actors. The arguments around media were most succinctly summarised by Professor Paul Collier to a Salzburg Seminar on Strengthening Independent Media in 2008: *"Elections work to discipline governments in two dimensions: honesty and effective policies, both of which are very important. But, they only work if life is breathed into those institutions, and the process of breathing life into those institutions is basically having an informed and organised society. A free and active media delivers both of those. It informs the society and it helps the society to organise around things that really matter.... There is a really good case for public money to go into this effort."* In today's world, it is important to have a broad definition of media – traditional mass media is evolving though still relevant, while new media and social media are reshaping the landscape more quickly than our capacity to understand the changes.
- **Reducing Fragility:** Media can play a key role in enhancing dialogue and reducing tension in society, but when misused can also exacerbate tension and conflict. There is increasing concern from development actors, media development actors and democracy support organisations (including electoral commissioners) about the rise of hate media in some countries, especially around elections. Media is increasingly being integrated into donor and development risk matrices. Clearer understanding of which media assistance strategies are effective at reducing extremist or hate media, and when such support is appropriate, is also a growing concern.
- **21<sup>st</sup> Century Development Environments:** recent events in Egypt, Tunisia and elsewhere have once again highlighted the transformative effect that enhanced citizen access to information and communication through

<sup>1</sup> *Governance and the Media: A Survey of Policy Opinion*, BBC World Service Trust, 2008

*Funding for Media Development by Donors outside of the United Kingdom: A Report to the Center for International Media Assistance*, Mary Myers, National Endowment for Democracy, 2009

<sup>2</sup> A paper summarising this evidence base by the BBC World Service Trust and the World Bank Communication for Governance and Accountability Programme, has been prepared explicitly for this meeting.



media and social media can have. Some development agencies are exploring what implications dramatic information and communication changes have for their own strategic direction.

Many DAC members have indicated that media assistance should be a stronger priority for support to domestic accountability, but also acknowledge that they lack understanding, capacity and resources to effectively support media as an accountability mechanism. Significant funding is being allocated to media work, but is often not institutionalised or integrated into overarching policy objectives to support effective states. Media assistance, as part of strategies for supporting domestic accountability, may therefore not be efficiently utilised.

The joint seminar will, within the context of preparations for the 4<sup>th</sup> High Level Forum on Aid Effectiveness, bring experts from partner countries, private foundations, economists, donors, and practitioners from implementing organisations together with the **purpose** of:

***Building a consensus as to why and how to support the media  
in the context of broader strategies to support domestic accountability, governance and development***

## Draft Agenda

*All participants are cordially invited to a cocktail with the Guest Speaker on Media Assistance Today, 7 June at 18.30 at the OECD Conference Centre*

### TUESDAY, 7 JUNE 2011

---

#### Objectives:

- **To share practice and approaches, while acknowledging sensitivities and challenges.** *Why and how have development actors supported the media? How can we bridge the gap between theory and practice?*
- **To explore opportunities for more holistic approaches in support of accountability systems.** *What is the media interface/impact in terms of other accountability actors/institutions? How can media assistance be better linked to broader accountability systems and strategies?*

---

#### 14.00 – 15.00 **Welcome and introduction**

René Holenstein, Chair, OECD-DAC Network on Governance (GOVNET)

Martin Chungong, Co-Chair, Co-Chair of GOVNET Aid and Accountability Management Group

#### **Opening remarks**

#### **Media Assistance Matters: A Governance and Development Empirical Perspective**

Daniel Kaufmann, Senior Fellow, Brookings Institution

**Meeting Facilitator:** James Deane, Head of Policy, BBC World Service Trust

---

#### 15.00 – 16.00 **Media, development and accountability: developing draft principles**

#### **Key issues and questions**

- *Why media assistance for development?*
- *What role for donors/private sector foundations, etc?*

#### **International Support to Media as an Accountability Mechanism:**

#### **Context, Evidence, Challenges and Possible Strategic Principles**

Sina Odugbemi, WB Communication for Governance and Accountability Programme (CommGAP)

James Deane, *the BBC World Service Trust*

**Document:** *Draft International Support to Media Development: Context, Evidence, Challenges and Possible Strategic Principles, Prepared jointly by Sina Odugbemi, WB CommGAP and James Deane, the BBC World Service Trust*

#### **Tour de table**

---

## 16.00 – 18.00 **Media assistance: challenges and opportunities**

### **Key issues and questions**

- *What is the range of existing models and funding mechanisms?*
- *What challenges, innovations and opportunities do evaluations of work by donors/private foundations indicate?*

### **Media assistance, aid effectiveness and capacity development: the impact of donor funding on incentives and conditions for broader development outcomes**

Mark Nelson, Program Leader, World Bank Institute (WBI)

### **The MediaMap Project: measuring media development and evidence-based diagnostics**

Tara Susman-Pena, Internews - [www.MediaMapResource.org](http://www.MediaMapResource.org)

**Coffee  
Available  
in the room**

### **International assistance to media development**

Helena Bjuremalm, Democracy and rights, SIDA

### **Support to media assistance: the German co-operation experiences**

Claudia Pragua (BMZ, Germany)/Patrick Leusch, Head of Division, Project Development, Deutsche Welle | DW-AKADEMIE

### **USAID approaches to democracy support and media assistance**

Troy Etulain, Media Advisor, USAID and Implementing agency

### **What do donors grapple with and how can effectiveness be improved?**

Jesper Hojberg, International Media Support (IMS)

### **Private funding models for media support**

*Open Society Institute/Omiydar Foundation/Gates Foundation (TBC)*

*Tour de table (added examples from partner countries and implementing agencies)*

---

## **WEDNESDAY, 8 JUNE 2011**

---

## 9.30 – 11.00 **How media support enhances accountability: system-wide, country-level approaches**

- *What are the models that need to be part of the media infrastructures in-country and how do external actors support that without imposing outside values?*
- *How does the media help ensure broader country ownership of development?*

### **Media Assistance in Peru**

Carlos Cardenas, President, TV Cultura/RED TV, Peru

### **Social Media in the Middle East**

Jessica Dheere, Director, Social Media Exchange, Beirut

### **Experiences in implementation in Fragile States and new media initiatives**

Leon Willems, Free Press Unlimited

---

## Developments in multi-lateral/donor approaches to media assistance

### **Le développement des médias du Sud : Une approche multilatérale en République Démocratique du Congo (RDC) – France Entreprise International (FEI)**

Media and accountability efforts, UNDP

### **Regional views on approaches and models from the Balkans**

Harlan Mandel, Director of Media Development Loan Fund (MDLF)

#### ***Tour de table***

---

11.00 – 11.15 **Coffee break**

---

11.15 – 12.15 **Demonstrating results: how does media assistance work?**

#### **Good but how good: media assistance**

Marguerite Sullivan, Director

Center for International Media Assistance (CIMA), National Endowment for Democracy (NED)

#### **Developing indicators: how the media supports accountability**

Fackson Banda, UNESCO

#### **Approaches to impact assessment and evaluations of media support**

Mary Myers, Media Assistance Expert

#### ***Tour de table***

---

12.15 – 13.00 **Towards a consensus: conclusion and next steps**

#### ***Key issues and questions:***

- *What areas of common practice emerge?*
- *How can holistic strategies be built for media assistance as part of assistance to parliaments, the media, civil society, and support to accountability systems?*

#### **Perspectives on the discussion**

Daniel Kaufmann, Sina Odugbemi and James Deane

#### ***Tour de table***

**Conclusions and next steps by the Chair**

---

---

## FINAL SESSION OF THE OECD-DAC GOVERNANCE NETWORK PLENARY MEETING

---

### 14.30 – 16.00 **Developing flexible capacity on democratic governance work and future orientations**

- High Level Forum 4 on Aid Effectiveness in Busan end-2011, GOVNET Inputs (accountability /anti-corruption)
- Demonstrating results in governance and monitoring progress
- Implementation of guidance on aid, accountability and democratic governance
  - Media Assistance Principles for Donor Support (approval pending updates from seminar)
  - Other Emerging Issues, e.g. accountability and enforceability: judicial reform, rule of law, etc.
- Briefing on ongoing DAC architecture discussions and future orientations

**Room Document 8.** Key governance messages and strategy for the HLF-4 on Aid Effectiveness

**Room Document 9.** Draft Concept on Demonstrating Results in Governance and Monitoring Progress

---

### 16.00 – 16.15 **Coffee**

---

### 16.15 – 17.00 **Wrap-up, conclusions and any other business**

- PWB 2011-12 Further Implementation: Identification of Leads on Developing Future Work Areas
- Next Steps and Any Other Business