

Core funding of multilateral organizations and the implications on communication

March 22, 2010

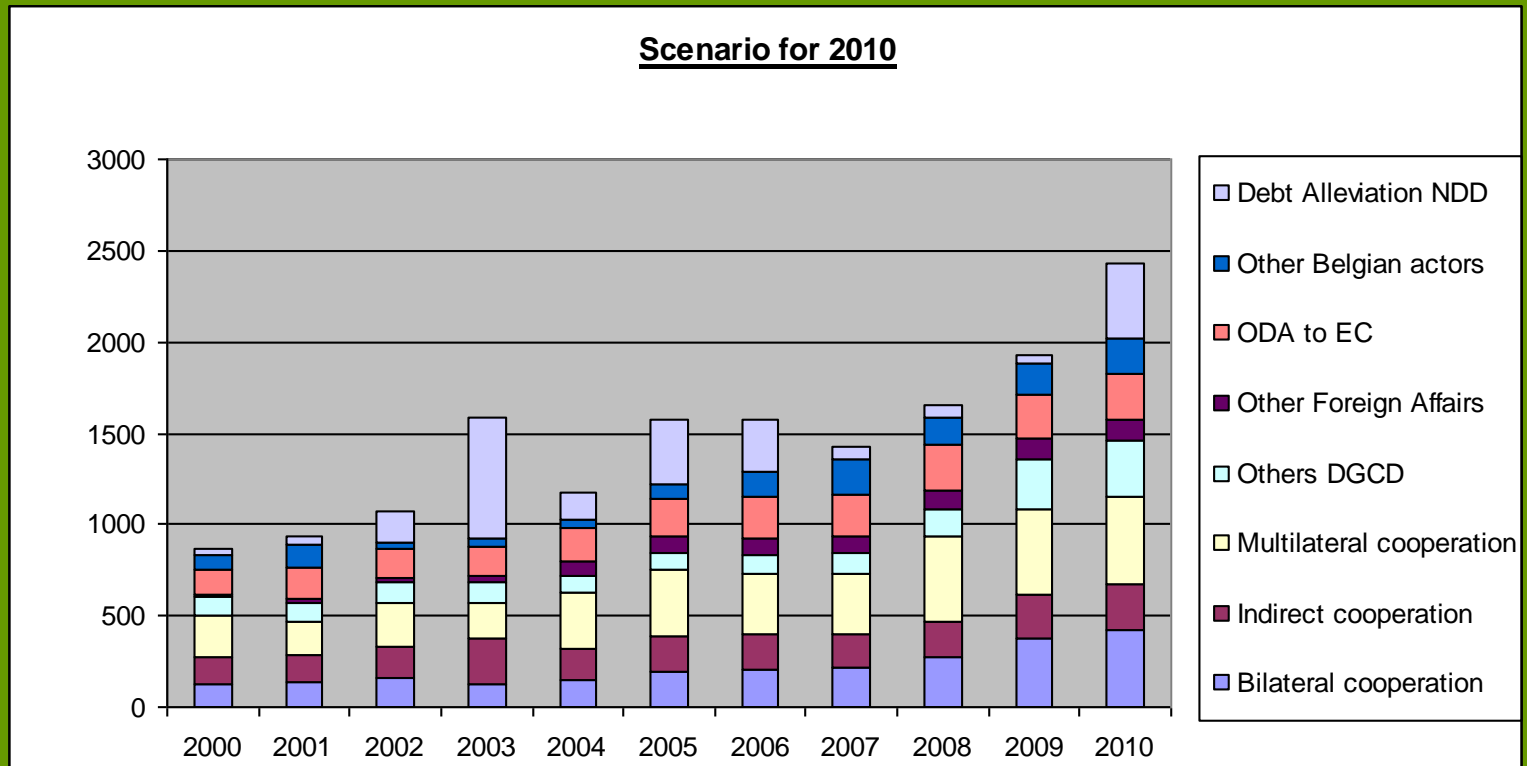
DevCom - Tunis

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I. Belgium's Multilateral Development Cooperation

- 21 partner organizations
- 4 channels: UN, IFI's, EC & vertical funds
- 34% of Belgian ODA in 2009

Evolution of Belgian ODA



2000 – 2010, in million euro

II. Core funding: what & why ?

- Earmarked & core funding: what?
- Earmarked has grown, core has not
- Organization decides on 30%, donor on 70%
- Consequence: activities beyond core tasks and expertise
- Demand for higher core contributions, few have done so

Up scaling core funding, increases:

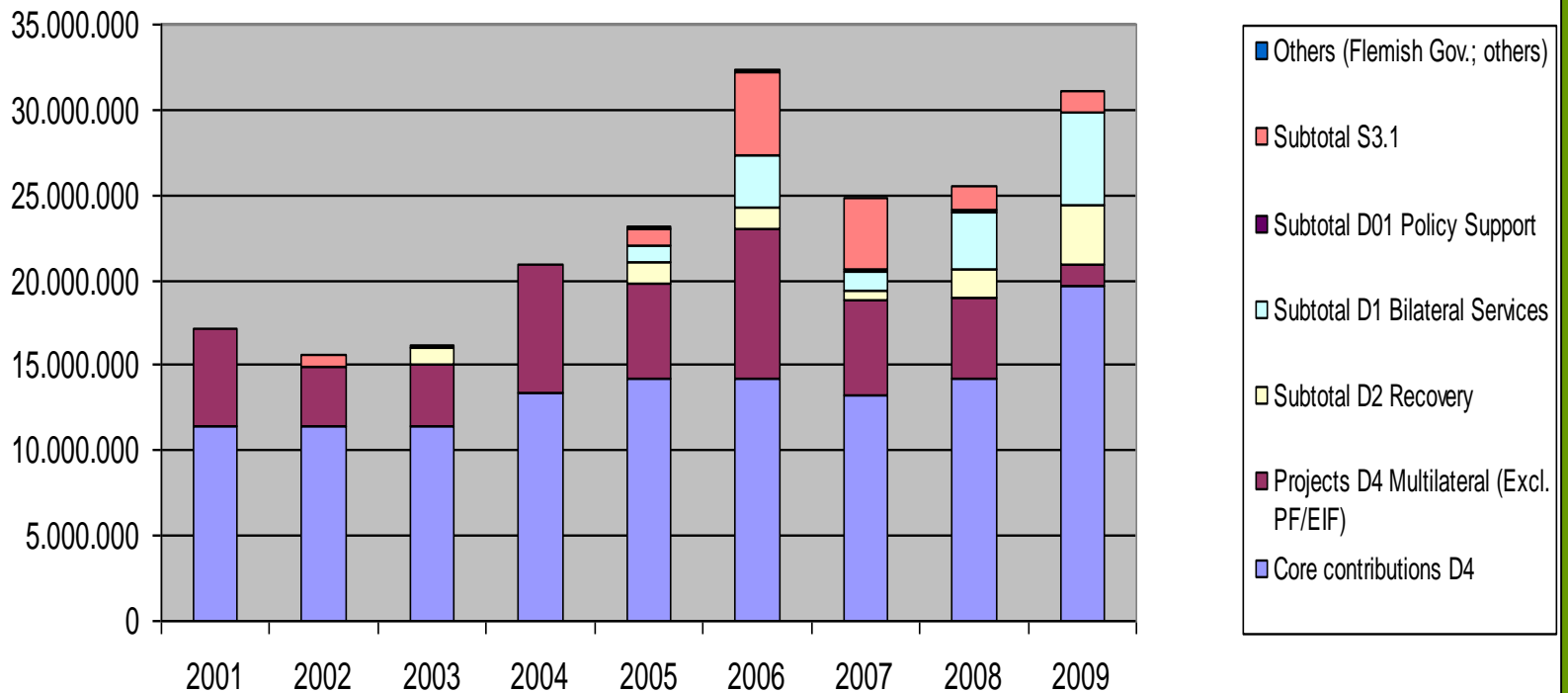
- Predictability of funds → better budget planning
- Focus on core activities & values
- Independance
- Results oriented working, less administration for org. and donor
- Evaluation and monitoring

In General

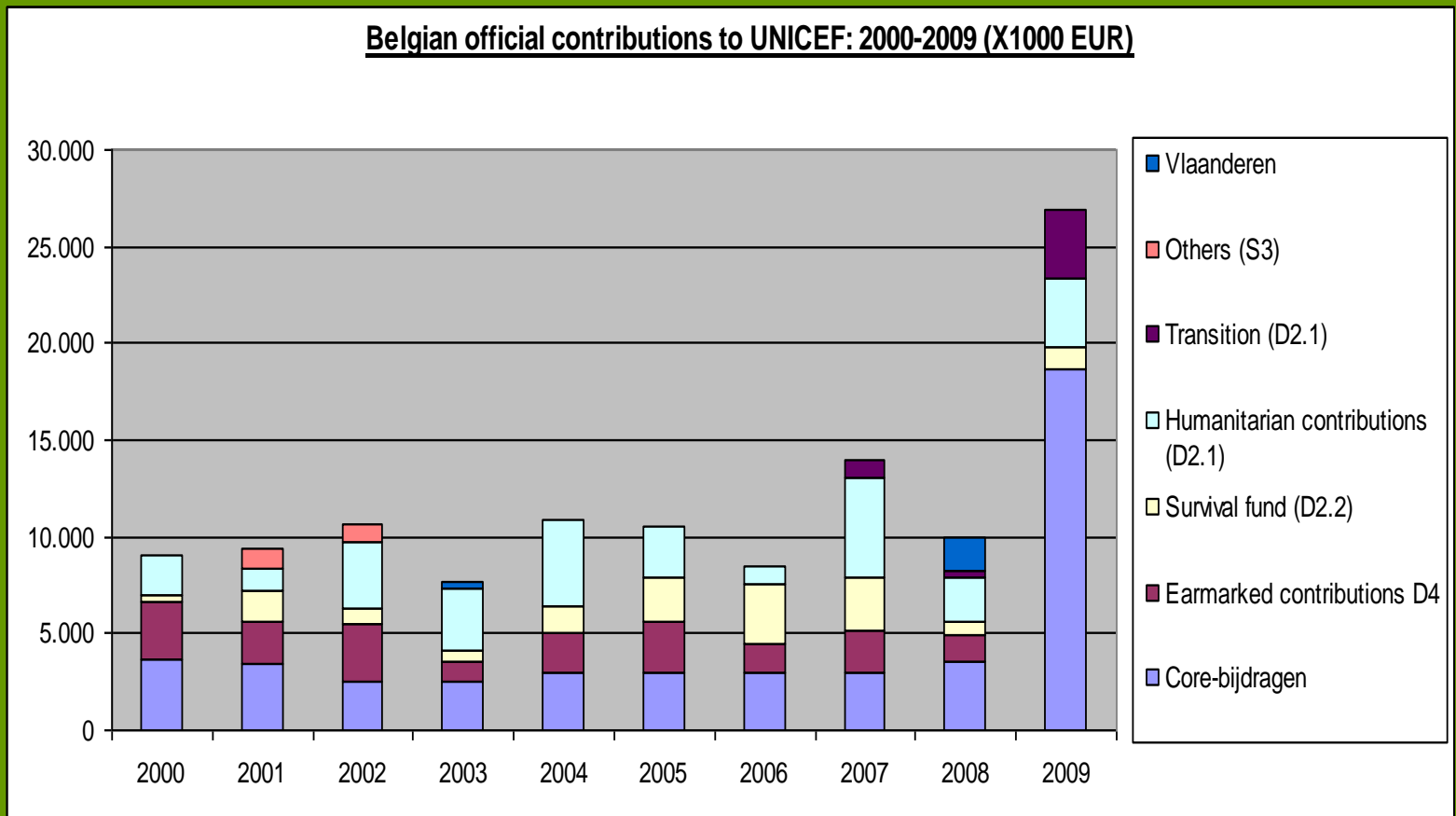
- Increased **efficiency**
- We can talk about '**Good Multilateral Donorship**'
- **Donor wins influence** on strategic issues & policy making
- Better & close **follow-up**

Effect on Belgian contribution: UNDP

Evolution contributions to UNDP (2000-2009)



Effect on Belgian contribution: UNICEF



III. Implications on communication

- Multi aid: less known, but not less appreciated
- Eurobarometer: which organization is best placed to help the poor?
 - UN, EU, US, own country?
 - multi's are considered best placed
 - PULSE: similar findings

Need for better COM on multi aid is high !

Immediate consequences of core funding on communication

- Increasing demand for communication on multilateral cooperation?
- More attention to strategic debates & policy making
- No country etiquette on contributions

First reaction: 'not good'

- Less project visibility
- Less donor visibility
- Abstract debates:
 - how to show results?
 - how to keep the public's attention?
- Difficult to raise awareness and generate public support

BUT

- Challenges & opportunities for communication increases
- Shift in communication from project reporting to policy debates and results oriented working
- Accra in practice

General core messages:

- Added value of multilateral cooperation
- Country = Good Multilateral Donor
- Multilateral cooperation is closer to home than you think it is

Explain to your audience:

- Why you cooperate
- What results you hope to achieve
- More time & energy for evaluation

How to get your information?

- Report on results (evaluations), good & bad !
- Storytelling (South)
- Pick out projects that fit your story
- Responsibility & readiness of multilateral organization to feed your communication
- Communication from multi org. more geared towards bilateral donor needs
- Build on nationals within the organization, present their work, do interviews...

Generating Donor Visibility

- Join press events, year reports, flagship publications, annual meeting
- Join outreach activities
- Stress contribution to results
- Build on national UN ambassadors or high level visits



THANK YOU