



Communication for Development Effectiveness: Opportunities in an Empowered Information Environment

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So many sources of Information!!!



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The New York Times

Google™

YAHOO!®

CNN.com



... and Information is Critical For Development Effectiveness

- More Accountability and Transparency;
- Easier and faster access to information;
- Democratization of the development process;
- Focus on a holistic approach: economic, social, political, institutional, cultural, etc;
- Increased participation of people;
- Strong independent oversight institutions: media and CSOs;
- Better Results.

Communication at the World Bank

External Affairs: Three Pillars

- Corporate Communication
- International Affairs
- Operational Communication

Plus ...

- CommNet
- Regions
- Networks

Operational Communication

Key Activities:

- Delivers communication services to Bank teams
- Focuses on projects/programs
- Advisory and Technical Support to Bank's operations

TWO Core Teams:

- Program Coordination (for all regions and Networks)
- Practice Groups (Governance, Consultation, Internal Comm., Access to Information, Research, Knowledge Impact, Events)

And ...

- The Office of the Publisher

Communication and Results

Project and
Country
Levels

- **Communication: An ELEMENT to achieve better Results for Development Effectiveness**

Global or
Corporate
Levels

- **Communication: A VEHICLE to Share Results**

Different Communication Approach for Different Purposes

Bihar Rural Livelihoods Project

Development Marketplace

Project and
Country
Levels

- Promotes Interactions among stakeholders
- Helps build ownership and trust
- Stimulates dialogue
- Creates “Institutional Ecosystem”
- Builds constituencies for delivering message

www.brlp.in



Different Communication Approach for Different Purposes

Improving the Lives of People in ECA (Europe and Central Asia Region)

Project and
Country
Levels

- Encourages Debates
- Organizes a platform for dialogue
- Shares Best Practices
- Showcases project/program activities
- Discusses challenging aspects of achieving results

www.worldbank.org/eca/results

Different Communication Approach for Different Purposes

Global or
Corporate
Levels

- IDA at Work
www.worldbank.org/ida
- World Bank's main Results page
www.worldbank.org/results



Thank You.

**Operational
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