



FRAMEWORK CONTRACT LOT 2
"IMPACT ASSESSMENT OF THE COMMUNICATION STRATEGY
OF DG DEVELOPMENT"

3.1 Evaluation of EDD 2008 Communication Activities

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EXECUTIVE SUMMARY

SPAN Consultants has already conducted two evaluations of the European Development Days: in 2006, when the evaluation was confined to communication and cultural activities, and in 2007, when a comprehensive assessment was made of the EDD as a whole. This third evaluation focuses exclusively on the EDD 2008 communication programme, assessing the footprint, outreach and impact of the event and the communication activities designed to support it. The evaluation was based on a variety of methods, including desk and internet research, interviews, structured and semi-structured questionnaires and media monitoring.

Interviews with Participants

224 interviews were conducted with participants, of whom 71% had a specific role to play at the conference (i.e. running a stand, attending a workshop or other event). Of those who did not have a specific role (i.e. who were attending for other reasons, the vast majority came from Europe, half of them from France. 38% of our interviewees had first heard about the event from colleagues or through professional networks; 18% had participated in earlier editions of DevDays and 17% had heard directly from the European Commission. 7% had heard initially through the Internet, and just 1% through the media.

Most of our interviewees (84%) had used the *website* to register for the conference, and the same percentage to learn about the programme. 60% found the website useful as a source of information about the EDD, but a considerable number found it difficult to navigate successfully. Their main criticisms were that information came too late (especially in relation to details of the programme), that the site was not updated often enough, and that there were too many changes to the programme, making it difficult to plan.

The EDD *logo* is now widely recognised, and over half of our interviewees had seen the promotional *leaflet* and one or more of the *newsletters* (which were generally appreciated). Many had only seen the promotional materials after their arrival in Strasbourg. 37% had seen the *posters*, but the *postcards* had been seen by only 18% and the promotional *video clip* by 16%.

80% of the interviewees had heard of 'The Off', and 39% had either visited one or more events or intended to do so. 45% thought that the EDD were effective as a high-level event

for European decision-makers and development practitioners, and 40% considered it effective as a means of raising public awareness (as compared with 28% who considered it ineffective).

Interviews with Journalists

We conducted individual interviews with 39 journalists attending the conference, 22 of whom had come to Strasbourg through programmes managed by the European Journalism Centre. They came from 24 different countries (eight from Africa, nine from Western Europe and eight from the EU12). For thirty three of these journalists, this was their first visit to the EDD.

The journalists had mixed feelings about the materials they had received. The press releases contained a good deal of information, but were considered too official in character, were too few and were often outdated. The photos were appreciated, and the press kits provided useful contacts. The audiovisual and news coverage was also useful, but posted too late to serve as more than background material. The website received a good deal of criticism for being too vague, too late in delivering information and insufficiently updated. The press officers were helpful, but press briefings were arranged with too little advance notice.

Most of the criticisms related to the press room, which was considered too dark and too noisy, with too few computers. Those who used the TV facility spoke highly of it.

On the EDD itself, the link with the G20 meeting was considered very productive in terms of generating media stories. But beyond this, and the interest generated by a few of the speakers, the EDD are regarded as difficult to sell as a media opportunity. However, they do provide an excellent opportunity for research and networking.

Communication-Related Events

We observed three communication-related events: the two award ceremonies for *the Natali Prize* and *the Development Youth Prize*, and the *Media and Development* strand. Although generally well-managed they were not fully integrated into the EDD, but appeared rather as add-on events.

Website

Our impression of the website changed several times during the monitoring period. When it first opened, in spite of some preliminary hiccups, we thought that it had learned from the previous year's experience, in particular on advance planning, language synchronisation,

carrying out editing offline rather than in full view and in general responsiveness. A few weeks later, and for a period of several months, it either stagnated or appeared to be disorganised and late in posting information. Registration clearly posed a special problem, links were often defective and language synchronisation deteriorated. Programme information was sparse and updating sporadic. In a third and final stage, immediately prior to and during the conference, the site recovered somewhat, though still too late to make up for lost time. It should also be said that after the close of the EDD, a good deal of additional information appeared on the site.

Media Coverage

Our review of international media coverage of the EDD revealed a rather disparate picture. In the host country, France, we identified a rather disappointing result, except at the local level (both print and online) in the Alsace region. We found no coverage in the printed versions of the national press, and very limited results in the online versions. Elsewhere, among the 'old' Member States (the EU-15), the best results were in Italy, Portugal and Spain; they were poor in Germany (where more coverage might have been predicted at the regional level neighbouring Strasbourg), in Austria, Belgium, Greece and the Netherlands. Although coverage of the 2007 EDD had been high in Finland, there was almost none in 2008. We found no national coverage in Denmark, Ireland, Luxembourg, Sweden or the United Kingdom.

The situation was better in the EU-12, especially in Hungary and the Czech Republic and reasonably so in Slovenia and Slovakia. There was moderate coverage in Bulgaria, Romania and Lithuania, but little in Poland (though more than in 2007), Cyprus and Estonia. We found no media coverage in Latvia or in Malta.

At the Pan-European level, efforts to work with TV 5 Monde paid off, as they did with Euronews. The newly formed Euranet, which has EU backing, was disappointing, publishing only one online item. Elsewhere in the world, we found some coverage of EDD 2008 in almost forty countries, mainly in the ACP regions, but also in North American and Switzerland. This was a wider range than in 2007, and was mostly as a result of news agency reports. The vast majority of these reports focused on just two stories: the G20 link, and the situation in Zimbabwe (based on the statements made by Morgan Tsvangirai). Certain key

themes of the 2008 EDD – local and regional governance, twinning and partnerships, media and development – received very little attention in mainstream media reporting

There was, however, some deeper coverage, much of it generated by journalists who were present in Strasbourg. There was also some reporting by non-mainstream institutions and networks, which managed to communicate aspects of the EDD that were neglected by the mainstream media. In addition, the ability to upload video material meant that certain aspects of EDD 2008 could be found on other outlets such as YouTube, though the number of viewings was generally small.

Conclusions and Recommendations

In our final recommendations, we have tried to distinguish between several functions for *communication* within the EDD. They are first of all a major event within DG Development's the overall communication strategy, which is grounded in a belief in the significance of communication in development processes. A *second* communication function is to publicise the EDD at an international level, seeking to ensure that they are widely known and promoted. A *third* function is *local* publicity, promoting the EDD to local audiences wherever the event takes place and fostering development awareness among the general public. A *fourth* function is the provision of communication services to the conference itself, and to participating journalists.

Each of these functions makes demands upon Unit A/4, and they all need to be accommodated in the specific communication strategy devised for each EDD, and spelled out in its Media Plan. For this reason, the Media Plan should be developed further, to include all of the communication functions listed above, distinguishing more clearly between Targets, Actions and Tools. The Natali and Development Youth Prizes and any other communication-related events also need to be fully integrated into the Media Plan.

In the interests of *media coverage*, it is as well to accept that the EDD is at best an instrument for media coverage, not a topic in its own right. It is advisable to concentrate on newsworthy themes and speakers, making the most of topical events as they arise by drawing comparisons, as happened with the G20 in Strasbourg. When inviting or subsidising journalists to attend, their capacity to secure media coverage, or facilitate distribution should be borne in mind (for this reasons agency journalists, those writing for specialised publications or focussing on in-



depth and features writing should be encouraged). Make the most of unorthodox or non-traditional channels, including new media, specialised channels, professional and institutional networks, blogs and interactive channels. The focus on European channels, including Euranet, should also be maintained. Coverage is always likely to be fragmented, and all levels are important, local and regional as well as national and international.

In some cases, we identified the same shortcomings that were found in our 2007 evaluation, in particular with respect to the *website*. The website is the cornerstone of the EDD, and the interface between many functions (registration, programme, audio-visual materials, background information, logistics etc), as well as between international and local stakeholders. It is also the main agent of continuity for the EDD, providing a link between one year's event and the next. It needs to be transparent, regularly maintained and updated, accessible, comprehensive, consistent and above all functional, and these goals are still far from being met.

Local publicity is important in securing the interest and commitment of the local public, and should be fully integrated into the Media Plan. This is not only a matter of ensuring that posters and billboards are numerous and strategically located; it means, above all, capitalising upon the interest of local NGOs and local media and working alongside them.

With respect to *media relations and services*, inviting targeted journalists to attend the EDD (and subsidising their participation) has a demonstrated pay-off in terms of media coverage, particularly in the case of news agency representatives. The EDD also provide a useful opportunity for a structured orientation programme or seminar for journalists, provided that this programme is customised to match their interests and experience. It can stimulate a long-term interest in development issues, and provide insights for future reporting.

Press briefings need to be well planned and structured, and wherever possible advance notice needs to be given. *Press releases* need to be well focussed, to avoid jargon and official positions and to be up-to-date. *Press kits* need good contact information and links to follow-up opportunities. *Audio-visual materials* need to be posted early enough to match journalists' deadlines. They also need to be up-to-date and include new material. Materials which can be re-packaged by journalists are the most useful. *AV facilities* are important for Member States



and organisations with limited budgets The *press centre* is the most important service and needs to provide a comfortable working environment.

Finally, for an *evaluation* of any major event such as the European Development Days to be effective, an early start, full and early access to documentation, and a proactive engagement with stakeholders is essential.

PART ONE

Introduction and Methodology

1. Introduction

SPAN Consultants has already conducted two evaluations of the European Development Days: in 2006, when the evaluation was confined to communication and cultural activities, and in 2007, when a comprehensive assessment was made of the EDD as a whole. While these two evaluations have produced a considerable body of data on the EDD process and the reactions of participants and stakeholders, one fundamental question remains unresolved to the satisfaction of all those involved. The EDD have been presented as both a major communication event and an expert meeting and specialist fair. Is it possible to meet both of these objectives simultaneously in an effective way? Although both internal and external evaluations have been in agreement that this is probably not feasible, a decision to opt exclusively for one or the other has not yet been taken. Is it possible to help resolve this situation, by providing more convincing and more detailed information for decision-making in relation to 2010?

This evaluation focuses exclusively on the EDD 2008 communication programme, assessing the footprint, outreach and impact of the event and the communication activities designed to support it.

The objectives of the evaluation, as described in its Terms of Reference, are as follows:

- To assess, within methodological constraints, the outreach, footprint and immediate impact of the communication objectives of the European Development Days on the wider European and international public
- To assess the extent to which the communication activities of the European Development Days have met their stated objectives
- To assess the effectiveness of the EDD process as an instrument for meeting multiple objectives, related both to communication and its function as an expert meeting

- To make recommendations on possible alternative strategies for meeting the communication objectives assigned to the EDD
- To make recommendations on an effective strategy for presenting the results of the evaluation of EDD communication activities to decision-makers (in relation to future editions of the European Development Days)

2. Methodology

The evaluation has made use of the following methods:

- Desk and internet research
- Interviews (in person, by telephone and through correspondence)
- Structured and semi-structured questionnaires
- Media monitoring (press, online media and, within methodological constraints, radio and television)

The assignment was divided into three phases. During the first phase, it was proposed that the implementation of the media plan and the EDD website should be monitored.¹ The second and main phase coincided with the EDD 2008 in Strasbourg. Semi-structured interviews were conducted with journalists attending the EDD, concentrating on their coverage of the Conference, and with conference participants, focussing on Conference pre-publicity and media coverage. Selected media-related events at the Conference were monitored, in particular the Development Youth Prize, the Natali Prize, and media and development events (the two Prizes were also the subject of a separate evaluation). European and international media coverage of the event was monitored during the period immediately prior to the EDD, during the EDD themselves and for a period of six weeks after their conclusion.

The third and final phase consisted of data analysis and report writing, supplemented by further Internet research and some follow-up interviews.

¹ In the event, as acknowledged under *Results of the Evaluation* and in correspondence with DG Development, this phase could only be partially completed.

PART TWO

Results of the Evaluation

We begin our report by summarising the results of the interviews conducted with journalists and participants at the conference. We continue with our direct observation of communication related-events and a review of the media plan and EDD website, before going on to summarise the results of the media monitoring exercise. Taken together, these constitute the body of data on which we base our subsequent analysis of the communication dimension of the EDD, and attempt to answer the questions posed in our Terms of Reference.

1. Interviews with EDD Participants

On 16th-17th November, a team made up of SPAN Consultants and CUEJ (*Centre universitaire d'enseignement du journalisme, Strasbourg*) conducted 224 interviews with EDD participants.

Profile and motivations

55% of the interviewees were female, 45% male; 36% were under 30 years of age, 32% between 30-45, 24% between 45-60, and 8% over 60.

Why did they attend?

The following table gives their main reasons, chief among which (for 71% of our interviewees) was that they had a specific role to play.

	No.	%
Specific role at EDD (stand, workshop, round-table, other event)	158	71%
Working in field of development cooperation or support	27	12%
Not working in this field, but interested in development issues	21	9%
Just thought it would be an interesting event	9	4%
Other reason	9	4%

Of the 66 interviewees who did *not* have a specific role, 23 (i.e. over a third) were employed in government or public administration, 19 were in education (either as students or teachers, 14 were from non-governmental or civil society organisations. Five were in the business sector, and five had other types of occupational status.

The vast majority of these 66 interviewees (i.e. those who did *not* have a specific role to play at the conference), the vast majority (58) came from Europe. Their precise distribution was as follows.

Strasbourg	9
Elsewhere in France	23
Germany	14
Belgium	9
Italy	2
Cameroon	2
Burkina Faso	1
Colombia	1
Lithuania	1
Madagascar	1
Mali	1
Mozambique	1
Togo	1

How did they first hear about the EDD?

Of our total 224 interviewees, 38% had first heard about the event from colleagues or through professional networks. The following table shows the spread of information sources.

From colleagues or professional networks	86	38 %
Participated in earlier editions of EDD	41	18 %
Directly from European Commission	39	17 %
Official sources in own country	19	8 %
Internet	15	7 %
From French Presidency	2	1 %
Through the media	2	1 %
Other	20	9 %
Poster/other publicity	-	-
Total	224	100 %

The Website

We asked two specific questions about the website, in view of its special importance as a communication channel for the EDD. The questions concerned participants' use of the site, and their level of satisfaction with it.

84% of the participants we interviewed used the website to register for the Conference and the same percentage (though not necessarily the same people) to find out about the programme. These were by far its most dominant functions. Other uses are included in the following table.

To register for the conference	189	84%
To find out about the programme	189	84%
To get information on development issues	76	34%
To download material	57	25%
Made no use of website	19	8%

On a scale of 1-5, 60% of our interviewees were satisfied with the website as a source of information about EDD 2008. The overall spread of reactions was as follows.

Not all useful				Very useful	Don't know
1	2	3	4	5	
3	15	55	76	47	9
1 %	7 %	27 %	37 %	23 %	4 %

Base: 205 website users

On the other hand, over a third (35%) of website users were less satisfied. Criticisms of the site were consistent: information came too late (especially with regard to the programme), the site was not updated often enough, and there were too many changes, which were confusing. A number of our interviewees had problems with registration (the most common was that their registration was not acknowledged).

A considerable number of our interviewees – including some of those who rated the site as very useful - had difficulties with the structure of the website, finding it too complex, difficult to navigate, and needing too much time to exploit successfully. Characteristic comments were that it didn't give a clear sense of the focus of the event: interviewees felt the need for an overview of the programme – what, who, where - so as to see the relationship between events

more easily. Dissatisfied users generally felt that the website did not convey clearly what the whole event was all about; there were many bits of unconnected information, and it would have been helpful to be able to search by interest or programme – e.g. youth, health, water. In fact the site did have a search facility, organised into seven themes, but either these did not correspond with what users were looking for or in some cases visitors to the site may not have been aware of the facility.

Promotional Materials

The EDD logo is by now widely recognised: 87% of our interviewees confirmed that they had seen it and several told us they found it attractive. The promotional leaflet had also been seen by 56%, and 54% said that they had seen one or more of the newsletters (these were distributed both through the website and directly to stakeholders). Overall, the materials were seen as follows.

Logo	194	87 %
Leaflet	126	56 %
Newsletters	122	54 %
Posters	84	37 %
Postcards	41	18 %
Video clip	36	16 %

16 interviewees (7%) said they had seen none of the materials, and many had only seen the promotional materials on arrival in Strasbourg (in particular the posters). Several told us that they liked the newsletters, though one person found their layout unclear and could not understand their function. 71 interviewees (32%) passed on the information (or the newsletters themselves) to others in their personal networks, and some used the logo on their promotional materials or placed the posters and leaflets on their stands.

The Off

We were not asked to evaluate The Off (the events intended for the general public), but nevertheless felt it important to include a couple of questions about the programme in our interview schedule, in relation to communication issues. In fact 80% of our interviewees had heard of The Off - though it is notable that 20% had not. Of the 180 interviewees who *had* heard about it, 32 (18%) had actually visited one or more of the events while a further 56 (31%) intended to do so. Over 60% of those who had heard about The Off programme were convinced of its *usefulness in encouraging the general public to become interested in development issues.*

Not all useful				Very useful	Don't know
1	2	3	4	5	
1	15	28	54	55	27
1 %	8 %	15 %	30 %	31 %	15 %

Base: 180 interviewees who had heard of *The OFF*

However, we should make a distinction here between those who were commenting *in principle* on the value of a programme aimed at the public, and those who replied on the basis of an *actual visit* to one or more event. Those who drew on direct experience of *The Off* tended to be more measured in their attitude, in the sense that they were less likely to award either a very high rating or a very low rating on the scale. For instance 25% of them opted for a '5' rating, compared with 32% among those who had not actually attended an event; and only one of them opted for a low rating ('1' or '2') compared with 10% of interviewees who had not attended events. In other words, the evaluations of people who had actually attended any of *The Off* tended to cluster towards the middle of the scale. The particular value of this group lay in its comments, most of which were concerned with publicity and communication issues. They felt that *The Off* was not publicised well enough, did not have enough visibility and unity, and reflected a lack of communication in the city. In their view, many of the people who attended already had an interest in development, and those who didn't were not really aware of the purpose of the event.

These comments can be set in context by a telephone interview that we conducted with a senior officer from one of the local stakeholders (CEFODE: *Coopération et Formation au développement*) in Strasbourg. We draw on this interview in our discussion of media coverage later in the report, but some of the points raised by CEFODE are especially relevant to the issue of local publicity. CEFODE's contacts were mainly with the Ville de Strasbourg and there was a planning meeting in July. At that point they were under the impression that the 'In' was closed to the public, was being handled by the Commission, and that public participation was confined to the 'Off', which was being jointly handled by the Ville de Strasbourg and the Ministry of Foreign Affairs. It was only at the end of October that they learned that the 'In' was also open to the public (about 10 days before the start). They began to spread the word, but it was far too late. In fact, they said, there was no general public to



speak of at the PMC (if they could get in, because CEFODE like others had trouble getting their badges).

They were surprised at the lack of local publicity for the event – they had expected to see large billboards all over the city, but only observed the ‘hanging posters’ in the trams and buses, which probably had some impact but were not big enough to be really eye-catching. In their view, it was not clear how the events in ‘The Off’ related to ‘The In’; for example, the MDG exhibition in the Place Kléber made no reference to the EDD (not even by exhibiting the logo), and those who attended the cultural events might simply enjoy the experience without necessarily making the connection with development issues. They also noted how little awareness of the event, both before and afterwards, there was among the associations they work with – i.e. people who are *a priori* interested in development issues.

Effectiveness of the EDD

We asked our 244 interviewees to rate the effectiveness of the EDD in two ways: as a high-level event for decision-makers and development practitioners in Europe, and as a means of raising public awareness about European development policy.

As a high-level event for decision-makers and practitioners, 45% of our interviewees thought that it was effective (as compared with only 17% who considered it ineffective).

Not all useful				Very useful		Don't know
1	2	3	4	5		
8	29	71	71	30		15
4 %	13 %	32 %	32 %	13 %		7 %

Base: 244 interviewees

The EDD were generally regarded as a learning and networking event, rather than as a decision-making forum. Some reservations expressed were that it was too much of a talking shop, that it was too Africa-centred, and that it was too Francophone in orientation. And several commented on the free buffets; while some appreciated these, others believed that they sent a contradictory message in a conference focused on poverty and hunger.

In terms of its effectiveness *as a means of raising public awareness*, our interviewees were more nuanced in their responses; 40% considered it an effective mechanism, but 28% believed it was ineffective.

Not all useful				Very useful	Don't know
1	2	3	4	5	
22	41	50	57	34	20
10 %	18 %	22 %	25 %	15 %	9 %

Base: 244 interviewees

Interviewees' reactions appeared to depend upon their attitude to the event; those who were positive thought that it was a good initiative because it brought European and African civil society into contact, attracted many different and varied participants, provided an excellent opportunity for expanding personal experience. Those who were more doubtful felt that it was not sufficiently publicised, that it preached to the converted, that it was essentially an elite event, little known about in Strasbourg and not easily accessible. Most of our interviewees assumed that the question referred to a local, not a wider European public. For this reason, they thought that local publicity was important; it was important for the public to understand that money spent on development was well used.

2. Journalists' Interviews

Who they were

In the course of the EDD, we also interviewed 39 journalists attending the conference. They came from 24 different countries (eight from Africa, nine from the EU-15 and eight from the EU-12). Of the 39, 22 had come to Strasbourg through programmes managed by the European Journalism Centre in Maastricht on behalf of the EC, and three others had been funded or partially funded in other ways by the EU. Two attended at the initiative of their governments, seven had been sent by their parent media and three were independent journalists. The remaining two came from NGOs, one of which was Plan International.

Level of support

When asked about the levels of support they received from the organisers, those who were present through an EJC-managed programme were all highly complimentary about their visit, with regard to both travel and logistical arrangements and to professional mentoring.

Those attending directly under EU auspices said that assistance had been confined to help in obtaining visas; those underwritten by Government reported that they had received information about their visits very late, and those coming on behalf of NGOs complained about accreditation difficulties, late information and limited support. The independent journalists also had accreditation problems, but had not sought other kinds of support. Those journalists with a direct media affiliation also experienced accreditation difficulties, but found the organisers helpful, if at times disorganised.

The problems they reported were similar across all groups: the adverse effect of the Air France strike, numerous complaints about the registration process and the distribution of badges. There were many criticisms of late programme changes, a lack of advance information and of a programme that was considered too full to be thoroughly explored.

Materials provided

With respect to materials, our interviewees had mixed feelings about the *press releases*, though they contained a good deal of information, it was mostly background – there was little that was new, it was too ‘official’, it was often outdated, there were too few releases, much of the information was redundant. The *photos* were appreciated as being good and rapidly produced (though some of the material was rather old). The *press kits* were useful, especially in providing contacts. The daily *audio-visual and news coverage* was also considered useful, but for these journalists it was posted too late to serve as more than background material. One journalist spoke warmly of the help received from the studio staff.

The website

The website received a good deal of criticism for being too vague, too late in delivering information and not updated often enough. In practice, relatively few of the journalists had consulted the site prior to arriving in Strasbourg, and once they were there, they tended to use it mainly for information on the programme. There were several reasons for this state of affairs. Those who were present under EJC auspices obtained most of the information they needed from the EJC itself, and they found that the information on the site, including the

press releases, was primarily useful as background; it did not answer specific queries, either on content or on practical arrangements. They also found that the information and materials on the site were not posted quickly enough for them to make use of in news reports, though they were again useful as background for features or retrospective articles. Only a few of the journalists used the site for downloading materials, but some of these found the downloading of video material too complicated.

From our own point of view, in 2007 we had found the section of the site devoted to *press services* particularly difficult to navigate, and in 2008 we noted a real improvement. The *media corner* was fully integrated with the remainder of the site, and navigation was much simpler than in the previous year. Where we had more difficulty was on timing; materials appeared rather too late on the site to be used for topical media.

Press officers and briefings

The press officers were judged by our interviewees to be helpful and supportive by those who interacted with them (though one reported that they received contradictory information on the timing of press briefings).

Press briefings, in fact, received the most criticism in our interviews. The journalists felt that they were arranged with too little warning, that there were too few of them (one journalist asked why there was no final press briefing), and that too little orientation was provided on their structure and timing. It was suggested that a board or a monitor should have been placed in the press room giving a timetable of briefings and advance notice of topics. However, once the journalists had found out about the briefings, and attended them, they considered that they were well organised and covered their subjects amply.

Facilities

When our interviewees asked about facilities, most of the criticisms they received related to the Press Room: it was considered too dark and too noisy (some of the noise came from outside, because of inadequate soundproofing, but there were also suggestions that two press rooms should have been provided – one for discussions, the second for private work). A permanent presence at the reception desk would have been appreciated, and technical assistance should have been available on demand. The general assistants, however, were judged helpful and polite.

Journalists were disappointed with the number of computers made available (there were not enough), and frustrated that only French keyboards were provided. The computers also had too few USB ports. More power sockets were needed, and more telephones. The photocopier should have carried instructions for use in English.

The Internet was not always reliable (there were wi-fi problems on Saturday afternoon, and connections were often slow). Several journalists emphasised that Internet provision is the single most important facility ('if the Internet works, I am happy').

Not everyone was aware of the radio/TV facilities, and one journalist complained that the studio had to be booked too far ahead to make it a flexible service. But others who used the TV facility spoke highly about it ('brilliant' in the words of one user). One of our interviewees would have liked the Commission to make a cameraman available on demand, as smaller countries cannot afford to import a crew.

EDD as a media opportunity

Was the EDD a good media opportunity? Answers were very variable, depending on the standpoint of the journalist. Most agreed that the link forged with the G20 meeting was extremely productive, but beyond that, the EDD are difficult to sell and constitute a real challenge to journalists. The overall judgement was that they represent a media opportunity only for specialised journalists, though they do provide an excellent occasion to meet people (including high-level politicians and decision-makers, as well as journalists) from many countries, to find out more about the European Union and to expand professional and career networks. Specific criticisms were they cover too many diverse subjects; that they are just one among many conferences and, in the case of Strasbourg, that the event was too Francophone in character, too focused on Africa and that there was very little on the EU-12.

The three EDDs compared

For thirty four of those we interviewed, this was their first visit to the European Development Days. Two had also been at the Brussels EDD, two were in Lisbon and just one had attended all three editions of DevDays.

The journalist who had attended *all three conferences* believed that more effort had gone into the production of information materials at Lisbon; the materials at Strasbourg were less

interesting and presented in too institutional a way. Strasbourg was also too widely dispersed: it was easy to lose one's way as the conference was (literally) located on two levels.

One of the two journalists who were *also at Brussels* preferred the Strasbourg event, largely because the link to the G20 gave the conference greater actuality. This being said, conferences of this kind are difficult to cover effectively, being so dispersed, with so many things happening at the same time. To do them justice, one would need more reporters, but the event is not important enough for this to be justified. The second journalist who had been in Brussels also preferred Strasbourg, considering it better organised with more diverse topics (but again thought that this was partly explained by the topicality of the G20 link).

Of the two who were *also at Lisbon*, one felt that it was better than Strasbourg: Lisbon was located on one floor, had more interesting sessions and was more focused. It was a pity that there was no sense of continuity between the two conferences and the Commission should try to remedy this defect. A second journalist observed that Strasbourg had more participants and a greater range of cultural events, but in terms of organisation and services to journalists, the two were generally comparable.

The interviewers' perspective

A more personal view of services to journalists was provided in the report we received from our two interviewers based in the press room (both post-graduate journalism students).

In their own words:

'It was quite difficult for us to attend the different press conferences. After the first day in the press room, we figured out that these events were not really communicated to everybody, but that you had to ask people around you to see what was going on. On Monday, we arrived in the press room at 9.15 a.m. and saw a notice that there was a press conference with the French Secretary of State for Development at 8.45 a.m. Maybe the organisers did not know about the possibility for this conference themselves before that morning, but if they knew the day before, it would have been much more convenient to tell people earlier so that they could make arrangements to come earlier that day. In general it would have been helpful to have a list of all the press conferences attached to the walls in the pressroom and/or handed out as a program to the journalists instead of making very sudden announcements via the loudspeakers. That would have given the journalists the time to prepare a little.

When people knew about the conferences though, they found them very interesting and attended in a great number.

There was not enough light in the press room which made it very uncomfortable to read or consult documents there. There was no natural light since there were no windows, but in addition to that, they only put small lamps on the desks instead of bigger lamps. Since there was no real separation between the press room and the entrance hall (it consisted of some kind of provisional wall), the room was also quite noisy. Many journalists complained that they could not concentrate. Some even told us that they preferred working from their hotel room because of all the noise. It seemed that those who had set up the press room did not really know how journalists work, as stated in the different complaints you can find in the questionnaire (screens were not visible from the desks, not enough computers, no light, no quiet place, no separation between discussion and work places). It is crucial to have a good internet connection so that journalists, especially those working for news agencies, can be sure that they can send their articles in time.'

A view from the EJC

Many of these comments were reinforced by an interview we conducted with a senior EJC consultant, an experienced journalist who was present throughout the conference. She confirmed the difficulty others had experienced in learning about press conferences in advance, and also said that registration problems (and the lack of badges) made it difficult to attend some of the early briefings. She considered that the documentation was too general and too profuse (many leaflets and brochures with only limited utility were widely available, but there was little focused or targeted material, or digests of events). The speeches were not available in the press room, the conference was very dispersed and the lighting was poor everywhere, making it difficult for journalists to take notes.

However, she emphasised that some of the young journalists in the EJC groups were extremely enthusiastic, and she believed that it would have been beneficial to them if there had been a better structure for their visit, with introductory briefings, round-up sessions and more opportunity for the groups to interact. Some of the most successful sessions for these young journalists were those which were customised for their benefit (e.g. the Thomson Foundation presentation on AV materials and development).

Canal France International

In the same context, we should mention one other initiative involving journalist training at the EDD, organised in association with CFI (Canal France International).

CFI participated in the “Media & Development Forum” (held in Ouagadougou in September 2008, and discussed later in this report), and subsequently participated in the EDD. In Strasbourg, in partnership with the European Commission, CFI organised a training workshop bringing together 7 young journalists from the ACP region. The aim of the workshop was to produce short (1- and 2-minute) reports, as well as a 13-minute compilation magazine, intended for circulation at the actual event and later to be made available to CFI’s TV partners. Five reports have appeared on the EDD website, primarily covering activities in *The Off*. These videos are also available on the CFI site, together with a sixth report on ‘media and development’. Unfortunately, as noted later in this report, the videos on the CFI website cannot actually be accessed. At the time of writing, the compilation has not appeared on either site.

3. Direct observation of communication-related events

We were also present at several communication-related events. Two of these – the Natali Prize and the Development Youth Prize – were the focus of a separate evaluation on which we have already delivered a full report, but for the sake of convenience, we are reproducing short summaries of our earlier assessment.

Natali Prize Award Ceremony

In our view, this was an attractive and professional event, well anchored by CNN’s Femi Oke. It had a good build-up of tension, an appealing visual presentation and a commentary that introduced new information in a skilful and gradual way. The opening film (on children and armaments) made an appropriate curtain raiser (and was a useful buffer in case of a late start) and the speeches of jury members were generally relevant and engaging. The use of on-screen interviews with prize-winners was a good device and the ceremony moved at a brisk pace.

There were some drawbacks. The ceremony was genuinely multi-lingual, but many in the audience did not have headphones (in part due to the location of the auditorium, which was

remote from the main distribution point). The hall was not full (we judged that there were about 350 present), though there were many people in the reception area, who chose not to attend. There were some errors of identification of the winners in the PowerPoint presentation.

It was clear, from a subsequent meeting with the contractor, Propager (as well as with the Commission) that there were considerable communication and coordination problems in setting up the event and this was borne out in the responses received to our questionnaire to the prize-winners. The date and timing of the ceremony was not fixed until the very last moment, which accounted for some of the accommodation difficulties reported to us, and the timetable for the prize-winners during the European Days was largely improvised. As with the Development Youth Prize, registration and the issue of badges posed a special problem. Relations between the various contractors involved and the Secretariat were tense at times. Overall, however, in spite of these difficulties, we shared the opinion of the majority of prize-winners that it was a highly successful ceremony.

Development Youth Prize

The hall (capacity about 200) was too small for the event, given the large number of prize-winners and teachers, and it was full to bursting. Those attending had to wait thirty minutes for the Commissioner (and on this occasion, unlike past award ceremonies, the ceremony could not begin without his presence). The situation was partly saved by a musical programme given by a female musicians' group from Burkina Faso, but this had to be suspended after complaints about excessive noise were received from an adjacent room.

We also felt that the proceedings could have been better presented, with an improved PowerPoint presentation, which should not require the Commissioner to read out the winners' names in synchronisation.

Plan International

Another youth-related event at the EDD was a joint initiative of the EU and Plan International. Created in 1936, Plan is a non-governmental agency working in 49 developing countries in Africa, America and Asia. In mid-September 2008, Plan profiled its youth media work at the joint African Union – European Union “Media and Development Forum” in Ouagadougou (Burkina Faso). In November, together with the European Commission and the French Presidency, Plan sponsored 17 youth media journalists from Burkina Faso, Mali,

Togo, Senegal, Sierra Leone, as well as Norway, Sweden and the UK, to participate in and report on the 2008 EDD. The young journalists interviewed a number of high-level participants and on the EDD website, a dedicated space was created in the 'Press review' section of the 'Media Corner' within which the Youth Media-Plan International material was to be placed - divided into 'interviews', 'reportages' and 'photos'. This did not happen, apparently for reasons of technical incompatibility (and indeed that part of the website remains empty, although the headings are still there). However, nine short interviews by the Youth Media-Plan International team were later placed in the 'Videos' section of the 'Media Corner'. A 3-minute video, illustrating three of the themes covered by the young journalists, is also available on the PLAN International site.

Media and Development

One other event which was directly media-related and considered important from a communication perspective was the Media and Development strand. This was to be, in the words of the EDD website, 'a strong theme throughout the European Development Days 2008' – a 'thematic track' built around three events – a session designed to follow up the Forum on 'Media and Development' held in Ouagadougou in September 2008, a discussion entitled 'Development: Does the Media Help or Hinder?', organised by the Friends of Europe (as part of the Development Policy Forum sequence), and the Award Ceremony of the Lorenzo Natali Prize (reported on above, and in a separate evaluation). The first two of these events were organised back-to-back on Sunday 16th November; the Natali Prize ceremony was held on the previous evening.

The two Sunday sessions of Media and Development were quite different in character. The first was attended by 120-150 people; most of the panel had also participated in the opening conference session, and in general it was quite formally structured, concentrating on reviewing and disseminating the conclusions of the Ouagadougou meeting, rather than pursuing them in greater depth. The official report on the session makes this clear: 'Follow up of the Media and Development Forum is expected in the incoming months. The African Union and the European Union's Commissions are both determined to move forward with the implementation of the propositions of the joint Road Map.....'.

The second session, organised by the Friends of Europe, as part of their Development Policy Forum, was based on a report on the attitude of journalists to development aid prepared by Jonathan Clayton (*The Times*). It was less well attended, but was structured less formally. The

debate focused on the thesis advanced by the report that the aid agencies often misunderstand the nature of the media and their working conditions and constraints. Much of discussion retraced familiar ground (such as the need for more and better training), but many of the audience interventions were more realistic and challenging than in the previous session. They emphasised the changing positions of both development and media as a consequence of economic recession, and the discontinuity between African journalists and African politicians (though the floor discussion emphasised that the worst coverage of Africa often comes from African journalists). They also argued the need to avoid myths and stereotypes and to face up to a world of blogs, self-produced materials, and the obsolescence of many media business models in these new circumstances. More encompassing strategies were needed than simple concepts of twinning and training; journalists should go beyond the political correctness of Brussels and acknowledge that good and bad journalism exists everywhere.

This second session engaged more fully, with greater animation and more scepticism than the first, with the media and development theme, and it seemed a genuine attempt to come to grips with topical aspects of the debate. However, it is difficult to see these two sessions (and even more so, the three sessions – if the Lorenzo Natali prize is included) as being organically interconnected in a planned sequence, constituting a ‘thematic track’ and a major component of the Days: it was more of a side event, with its own independent constituency.

In reality, this was not so much a single strand, as three strands, loosely connected with each other. The first and most significant to DG DEV A/4 was the sequence which began in Ouagadougou, launched within the framework of the EU-Africa strategic partnership and resulting in the so-called Road Map (comprising, in the short term, the drafting of a new pan-African Charter, the development of a pan-African Portal and the establishment of a pan-African Observatory). Other links in this strand were the involvement of Plan International and CFI (Canal France International), both of whom participated in Ouagadougou and Strasbourg (*vide* the earlier section of this report covering interviews with journalists).

The second strand was the ongoing global debate under the auspices of the Development Policy Forum, to which the Strasbourg discussion made a contribution. The third, The Lorenzo Natali Prize, was part of a quite separate sequence, and in our evaluation of the Prize, we concluded that if the Prize is to remain linked to the event:



‘(It) must be planned as an integral part of the EDD, which features on the programme from the outset. It should not be regarded as an add-on event that can be moved around at will to accommodate other elements of the programme, or fill last-minute vacancies.’

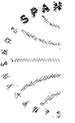
Further discussion of the continuation of the Media and Development strand is perhaps more appropriate to our parallel evaluation of communication strategy (3.2 *A Framework for Future Communication Strategies*), but a comment by James Deane, Head of Policy at the BBC World Service Trust (who was present both at Ouagadougou and the EDD in Strasbourg) seems relevant to both assignments. The comment, made on his blog, refers to the Ouagadougou Forum.

‘While nearly everyone at the meeting warmly welcomed these organisations’ new focus on media and media development, there was some queasiness among several participants about some aspects of the forum. Part of this was down to the structure of the forum, with the agenda focused on broad issues like “media and governance”, but very little opportunity for the specific proposals - such as an African Charter on the Media – to be better understood or interrogated. Some of it was down to the innate discomfort that media and media development organisations have when governmental organisations seek to shape media related agendas. Some to the lack of reference in the final statements to existing initiatives and bodies, like the new African Regional Media Development Forum and the African Media Initiative - a commitment to build on existing initiatives where relevant might have been nice; or even the many UNESCO initiatives in this area’.

Later in the same blog, Deane went on to say:

‘Having said all that, this seems to be a list of aspirations, to be developed in detail later with a particular next focal point being the European Development Days in Strasbourg in November 15 - 17. Greater clarity on these proposals will have been developed by then.’

On the basis of our observation of the events in Strasbourg, it seems that ‘greater clarity’ had not been achieved by the time of the EDD. But if it is going to be attempted in the future, this will presumably be as part of DG Development’s overall approach to communication strategy, within which the European Development Days are a single, albeit high profile component.



4. Media plan

For a number of reasons (explained in the covering correspondence on this report) our comments on the media plan are limited to interviews with DG Development, some basic documentation supplied by them and a review of the contractors' contracts and reports.

We shall take as our starting point two documents: the (second) Draft Communication Plan in relation to Media, and a PowerPoint Presentation used by the Head of Unit A/4 during an EDD stakeholders' meeting held on 5th June 2008 (which we attended as an observer, prior to the beginning of this evaluation). The PowerPoint document was essentially a distillation of the first text.

The Draft Plan was divided into two sections: an introductory text, followed by an annex, in tabular form, which constituted an Action Plan. The introductory text can be summarised, for convenience, in the following table (next page).

PRIMARY COMMUNICATION OBJECTIVE	SECONDARY COMMUNICATION OBJECTIVE	TARGETS	KEY MESSAGES	ACTIONS	TOOLS
<p>Confirm EDD as major event in international development agenda</p> <p>Use EDD to communicate EU development policy and achievements to wider public</p>	<p>Encourage the media to cover the EDD</p> <p>Sensitise the wider public to EU development actions through the media</p>	<p>European media:</p> <ul style="list-style-type: none"> - French media - Countries less sensitised to development (including new MS) - Local media - Media in ACP countries and other world regions 	<p>EDD: Importance of event on international development agenda</p> <p>Presentation of EDD programme</p> <p>EU Development Policy: EU as No. 1 donor</p> <p>EU involvement in MDGS</p> <p>EU as funder of projects</p> <p>Response to new priority themes and issues as they arise</p>	<p>Partnerships, Press conferences etc corresponding to specific objectives</p>	<p>Audio-visual items</p> <p>Press releases</p> <p>Press kit</p>

The Action Plan that followed used the same format that we have employed in this table, with the addition of a DATE column. In practice, however, its contents were rather different. We have reproduced it below.

Objectif	Cible	Message	Actions	Outils	Date
Annoncer l'évènement, faire venir des journalistes pour couvrir l'évènement	Médias nationaux européens, médias ACP	Les JED sont un évènement important de l'agenda international du développement.	Envoi mail dans les rédactions via les représentations (UE) et les délégations (ACP)	- Carte postale "Save the Date" - Premier présentation du programme	Jun 2008
	Médias nationaux européens	Edition 2008 en présence de: intervenants VIP présents, présentation de la 3 ^e édition, Thèmes, Programme	Conférences de presse dans 5 grandes capitales européennes: proposition : Paris, Bruxelles, Amsterdam Varsovie, Prague, Rome, Sofia, Londres... ?	Communiqué annonce de la date des conférences de presse Speaker (SM?) Dossier de presse	Juillet 2008 Septembre 2008
	Médias ACP	Edition 2008 en présence de: intervenants VIP présents, présentation de la 3 ^e édition, Thèmes, Programme	A la discrétion des délégations de la Commission européenne	A la demande des délégations de la Commission européenne : mise à disposition du dossier de presse	Septembre- Octobre 2008
	Tous médias et contacts	Edition 2008 en présence de: intervenants VIP présents, présentation de la 3 ^e édition, Thèmes, Programme	Envoi communiqué de presse (incluant adresse)	Communiqué de presse	Début novembre 2008

Objectif	Cible	Message	Actions	Outils	Date
S'assurer de la présence et de l'implication de journalistes clefs	Médias français et européen à diffusion internationale (en particulier médias audiovisuels) Arte, Courrier International CFI, Euronews, BBC, RFI, Deutsche Welle, Polskie Radio...	Edition 2008 en présence de: intervenants VIP présents, présentation de la 3 ^e édition, Thèmes, Programme	Partenariats (gérés par la Commission européenne)	Rendez-vous one to one	Avril-Novembre 2008
	Médias français (en particulier TV et radio, en particulier Alsace)	Edition 2008 en présence de: intervenants VIP présents, présentation de la 3 ^e édition, Thèmes, Programme	Partenariats (à la discrétion et gérés par la Présidence française)	Rendez-vous one to one? A la discrétion de la présidence française	Avril-Novembre 2008
	Médias européens (contacts obtenus lors des conf. de presse, fichier DGDEV...)	Edition 2008 en présence de: intervenants VIP présents, présentation de la 3 ^e édition, Thèmes, Programme	Rappels téléphoniques	Envoi de document sur demande	Octobre-Novembre 2008

Objectif	Cible	Message	Actions	Outils	Date
Promouvoir le prix Natali et la remise des prix	<p>Médias européens</p> <p>Médias locaux (pays des 15 nominés)</p>	<p>La Commission européenne organise le prix Natali qui récompense le journalisme engagé, montrant ainsi son engagement auprès des journalistes s'engageant sur les questions de démocratie, droits de l'homme et de développement.</p> <p>Prix au niveau mondial</p>	<p>Envoi ciblé d'un communiqué de presse annonçant les nominés, incluant adresse du site Internet et invitation à la remise des prix ;</p> <p>+ fiche natali</p>	<p>Communiqué de presse</p> <p>Fiche Natali (dans le dossier presse,</p>	<p>Fin octobre 2008</p>

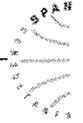
The column on OBJECTIVES contained a further set of operational objectives; these were, in order, (i) *announce the event, bring in journalists to cover the event;* (ii) *assure the presence and involvement of key journalists, and* (iii) *promote the Natali Prize and the award ceremony.*

The TARGETS column then attempted to relate these three objectives to groups of media; the MESSAGE column dealt broadly with content; the ACTIONS column proposed an operational modality (such as a partnership, telephone contacts, press conferences etc); the TOOLS column went into more detail on preferred actions or media instruments (such as press kits, press releases, one-to-one contact etc) and suggested DATES appeared in the final column, between April – November 2008.

The Objectives given here are functional; they demonstrate how the primary and secondary objectives in the first table above might be attained. In fact, they are not an exact match, but overlap to some extent. Clearly, it would be difficult to increase either media coverage or sensitize the wider public without bringing in journalists to the event, and there is no definition of what is meant by ‘key’ journalists – we understand this is a form of shorthand to indicate that access to each priority audience requires the interest and involvement of journalists who focus on young people, the new Member States, development and economic themes etc. And the third operational objective – the promotion of the Natali Prize – seems no more than a nominal gesture towards associating the Prize with the EDD (this issue is taken up in a separate evaluation).

There was no attempt in either section of the document to locate the Media Plan for the EDD within the overall framework of DG Development’s communication strategy, but for the purposes of operational planning, there is no particular reason for it to do so: it is a tactical, not a strategic document. We have used the Media Plan, and especially its annex, as one of our baselines for investigating media coverage. In the TARGETS column, we were given some guidance on the geographical range of media through which Unit A/4 hoped to secure coverage of the EDD; the ACTIONS and TOOLS columns told us about the modalities proposed (which we were able to check in the contractors’ Terms of Reference), and the DATES column provided a rough chronology.

Instruments of this kind are always approximate; they are only intended as broad-stroked guidelines. There is a good deal of blurring between the three central columns of MESSAGE,



ACTIONS and TOOLS, and the range of media indicated in the TARGETS column is, in most cases, very general. But if interpreted in the way we have suggested, as a preliminary road map, it appeared to provide a realistic summary of what might be done with the resources and in the time available.

5. Website

As with the previous section on the media plan, our assessment of the website is based only on our own observation and monitoring (from 18th April 2008 until the completion of this report), interviews with DG Development and a review of contractors' terms of reference and reports. However, as this is the second occasion on which we have examined the operations of the site, we can compare the conclusions that we reached in 2007 with our experience in 2008, to see what improvements have been made, if any problem areas persist and might be considered endemic.

In doing this, we have the needs of two constituencies to consider: *participants* and *journalists*. Some of these needs overlap (initial registration, for example), but in many cases the journalists are in search of different kinds of information and information services, affecting both content and accessibility. We have already reported on the special situation of journalists earlier in our report, so at this stage we shall confine ourselves to the website as a general resource.

Overall assessment

Since the first edition of the European Development Days the website has gradually become the most important information source on the event; in a sense, it has become the sustainable part of the EDD, by retaining the same layout from year to year, and acting as an archive by providing links to previous editions. The EDD website has also developed an individual character and visual identity.

As reported above, 84% of the *participants* we interviewed used the website to register for the Conference and the same percentage to find out about the programme. By contrast, only 34% used the site to obtain information on development issues, 25% to download material and 8% said that they had made no use of the website at all. On a scale of 1-5, 60% of our

interviewees rated the website at the upper end of the scale (either '4' or '5') as a source of information about EDD 2008.

Problem areas and weaknesses

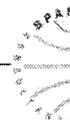
Among the participants we interviewed, criticisms of the site were consistent: late information (especially with regard to the programme), irregular updating and too many changes, which became confusing. A number of participants found navigation difficult, believing that the site was too complex for casual users.

Specific issues raised by participants and arising from our own observations related to the *timing* of information, *updating and maintenance*, *inconsistencies between language versions*, the *functionality of links* and issues of *structure*. Some of these issues were also commented upon in our 2007 evaluation, and we need to ask how many of them might be considered systematic, and how many could be, if not eliminated, at least mitigated?

On *timing*, in 2007 we suggested that, in order to provide potential visitors to the EDD with the basic information that they needed when they needed it, a much earlier start was required. This recommendation was followed through and in 2008, we first saw the website in operation on April 18th. However, this brings us to a second issue, which we categorised as the *management of expectations*. In 2007 we suggested that it was important to define and agree the scope of operations of the site at an early stage, and to pre-test the site and its contents before going publicly online. We qualified this by saying:

'We understand that it is impossible to have the website in its final form from the moment of its launch; its content has to be developed in co-operation with participating organizations throughout the preparatory period. However, not all website visitors will be aware of this constraint, and it is advisable to warn them about the evolving character of the site immediately they enter it. They should also be advised to revisit the site on regular basis. Statements on the site that, for instance, further information on an item will be available by a certain date, should be respected. If it becomes clear that the information will not be available by the promised date, the date should be changed on the website.'

In 2008, the site developers appeared to side-step this issue by avoiding specific mention of the dates at which certain categories of information would be provided. No doubt this approach led to fewer misunderstandings, but at the same time visitors were left in some uncertainty about several important areas of information. This was the case for both



registration and for programme information, and judging by participants' reactions, it created some frustration.

The issues of *maintenance and updating*, *quality control* and *linguistic versions* are all clearly interconnected. Our impression was that, while the 2008 website got off to a reasonable start (apart from a mistake in the date of the EDD in the banner headline, which was corrected after advice), shortly afterwards the situation became confusing, and stability returned only in the weeks immediately prior to the EDD. For a period of several weeks during the summer, the site remained dormant. Certain functions of the website were delayed (notably registration), and one major lapse to which we drew attention was a significant error in the countdown tool to the conference. In some places text drawn from the previous edition of the EDD was not adjusted to suit the new location (e.g. the Welcome phrase on the website, which referred to Lisbon instead of Strasbourg over a sustained period) and on a few occasions the two language versions (French and English) were not synchronised (for example, the explanation of the non-functionality of the registration button). We also observed errors in the English text on the website.

On several occasions *links* appeared prematurely – for example, to the EDD brochure, at a time when several language versions were not yet available. In other cases, links disappeared from the site, because of changes in structure and design; *TOOLS* as a section of the website containing *RSS*, *Chats*, *Blogs* and *Forums* eventually disappeared completely.

In summary, our impression of the website changed several times during the monitoring period. When it first opened, in spite of some preliminary hiccups, we thought that it had learned from the previous year's experience, in particular on advance planning, language synchronisation, carrying out editing offline rather than in full view and in general responsiveness. A few weeks later, for a period of several months, it either stagnated or appeared to be disorganised and late in posting information. Registration clearly posed a special problem, on which we do not have enough information to comment usefully, apart from endorsing the comments of many of our interviewees. In a third and final stage, immediately prior to and during the conference, the site recovered somewhat, though still too late to make up for lost time. It should also be said that after the close of the EDD, a good deal of additional information appeared on the site, for example in the 'media corner', making it a useful archival source (not least for evaluators).

6. Europe by Satellite

Apart from the materials available for downloading from the media corner of the website, a number of items were also carried on Europe by Satellite. These included both daily summaries and, dating from a few days prior to the conference, a series of stock shots intended for use by journalists.

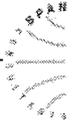
There was no pick-up of the daily summaries. In fact the only EDD coverage to be downloaded was footage of the twinning ceremony, downloaded by one Turkish editor. However, much more use was made of the stock shot footage, which covered the Central African Republic, South Africa and Ethiopia. Eighty-nine users from twenty countries downloaded footage (57 of these downloads were for media production or journalistic purposes, the remaining 32 users were teachers, researchers or EU staff). The most intensive users came from Spain (15 users), Belgium (11 users), Turkey (10 users) and Germany (9 users). Others came from France (6), Italy (6) the UK (4) and Poland (4). The remaining users, at lower levels, were from Portugal, Ireland, Sweden, the USA, Hungary, the Czech Republic, Croatia, Kosovo, Denmark, Cyprus, Thailand and Israel.

7. Media coverage

Methodology

Our study of media coverage is based on the following sources:

- Systematic monitoring of the EDD in the main national and local (i.e. Alsace) French media, carried out from 13 to 19 November 2008 by students at the Centre universitaire d'enseignement du journalisme (CUEJ), Strasbourg;
- Systematic monitoring of the EDD in a selection of national and local German media, carried out over the same period by CUEJ students;
- Media monitoring in Denmark, Estonia, Finland, Latvia, Lithuania and Sweden, carried from 13 to 19 November by members of the Nordic and Baltic Communicators' Network;



- Information on coverage of the EDD provided by EU representations and delegations, in response to a request from DG DEV A/4 ;
- Information from the journalists interviewed by SPAN Consultants during the EDD, with whom we made follow-up contact to enquire about coverage;
- Internet-based research which was conducted in two ways. First, we used a range of search engines including the European Media Monitor (EMM), Google, Yahoo and Silobreaker, as well as regional search engines such as Caribseek, allAfrica.com, Universo online. These searches were conducted by inputting the phrase 'European Development Days' in 23 languages, using the translations on the EU website and certain variants (e.g. in Czech, Estonian, Finnish, German, Portuguese, Slovakian and Spanish) which we knew had been used. Second, in cases where we were aware that particular media had been represented at the EDD, wherever possible (i.e. when a search facility was available) specific searches were made of these websites. These searches began on 1 November 2008 and continued until early January 2009.
- The results from all of the above sources are listed in Annex 2.

Definitions and limitations

It is important to note what we included, and what we excluded in the course of our survey. Only items that made *some* reference – however brief – to the European Development Days were included in our listing. For example, although there were a number of items on the financial crisis and its implications for Africa, and interviews with personalities who were present in Strasbourg, unless these specifically mentioned the EDD they do not appear on our list. For the most part, we included only items that appeared in media outlets intended for the general public – radio, television, newspapers and news magazines (including online editions) and generalist online news media. We did not include items found in online blogs, or on the websites of European institutions, ministries or municipalities. However, given the lack of general media coverage of some key themes of EDD 2008 – for instance local and regional government – we opted to include some items from the websites of NGOs and development agencies, though only in cases where this material dealt with substantive issues addressed at the EDD (i.e. not simple announcements of participation). Finally, our list does not include items that were specifically placed in the media by the European Commission, although we do refer to these in the commentary.

Despite their fairly exhaustive nature, and although they did produce a large number of results, it is important to understand the limitations of Internet searches. In the first place, none of the search engines is completely reliable: results vary greatly from one to another. Secondly, the results are obviously biased in favour of material that is available – or at least referred to – online. This means that radio and television material is much less likely to be located than items from the printed press. Moreover, the search facilities provided by audio-visual media sites themselves – where they exist at all - are rarely designed to provide access to short news items. So apart from the details of radio and/or television coverage provided by the journalists whom we were able to contact, by the representations via DG Dev and by the Nordic and Baltic Communicators' Network, we found relatively few radio or TV items via our online search. The third limitation is linguistic. Although search engines such as EMM, Yahoo and Google operate in all EU languages, it is relatively rare to find items in languages such as Bulgarian or Greek. Given these caveats, although our search has been as complete as the available tools permit, the results of our survey do not claim to be all-inclusive.

The results in perspective

We have been struck by the large number of news sites and portals, as well as online versions of print media, that have appeared over the past year. To some extent, this technological development may have increased the overall number of items published in 2008. It is clear that the basic 'pool' of original material is much smaller than the number of outlets in which this material appears: often the same item may be reproduced on dozens of online news sites. Without detailed knowledge of the individual sites and their audiences it is impossible to assess the significance of these various outlets. However, wherever available, we have noted the source of each item so that it is possible – at least to some extent – to track the extent to which individual items are replicated and reproduced.

Our ability to make follow-up contact with the 39 journalists whom we interviewed in Strasbourg - 22 of whom were on the EJC programme - was a very good source of information, and one that was not available to us in 2007. Almost all of these had in fact published or broadcast at least one item as a result of the EDD, though not always specifically *about* the EDD. In some cases, for instance, they had used interview material collected in Strasbourg to report on wider issues – e.g. a detailed feature on the effect of the financial crisis in Africa (*La Vanguardia*, Spain), items on women in Africa and aid for Africa based on interviews with Wangari Maathai and Angelique Kidjo (*Radiozurnal*, Czech Republic). Overall,

it seems that most of the journalists who came through the EJC programme (i.e. not just the ones we interviewed) did publish or broadcast EDD-related stories, often of quality.

Coverage in France

Turning to specific countries and groupings, we begin with France, as in principle one might anticipate more media coverage in the host country. In fact, most of the coverage was in local, Alsace-based media - *Dernières Nouvelles d'Alsace* (DNA), *L'Alsace*, France 3 Alsace, France Bleu Alsace, Alsatic TV). The Happening 'Parachutes dorés contre pays pauvres', (organised by the coalition Action Mondiale contre la Pauvreté in front of the Cathedral on Saturday 15 November) received a fair amount of attention in the local/regional media. This event was also covered by AFP and AP, and thus found its way into some national media too – for instance the *Nouvel Observateur*. France Info and France Culture carried short items, mainly focused on the financial/food crisis theme and the G20. There were a couple of more substantive, interview-based items on RFI (with Anne-Catherine Claude, ActionAid, in its *Allo Bruxelles* slot; and with Thomas Yayi Boni, President of Bénin, in the *Invité Afrique* slot) and on France Info (Alain Joyandet, in its *L'Europe au Quotidien* slot). There was no coverage on the main national television channels – TF1, France 2 or France 3 (national), and nothing on LCI or Arte (all of which we monitored).

No coverage appeared in the print versions of the national press (we monitored *Le Monde*, *Liberation*, *Figaro*, *Nouvel Observateur*, *L'Express*, *Journal du Dimanche*), apart from the advertorial that appeared in *Le Monde* (and which was also placed in the *Financial Times* and the *International Herald Tribune*).

Even in the online versions there was very little, apart from the *Nouvel Observateur* which published five items. Articles also appeared in the online versions of *Le Monde*, *La Tribune* and *Le Parisien* (one item in each). Most of these derived from AFP and AP journalists who were present in Strasbourg, and who focused on the 'classic' news stories (G20 and Africa, the financial crisis, Zimbabwe/Morgan Tsvangirai).

Coverage in other, more specialised Alsace-based media is also worth mentioning. The EDD received extensive and detailed coverage (more than 20 reports) on the online news site Relatio-Europe, a cyberjournal published by an ex-DNA (*Dernières Nouvelles d'Alsace*) senior journalist. These reports covered all aspects of the Forum as well as The Off (neglected by almost all other media, both in France and elsewhere). CEFODE (Coopération et Formation

au Développement) developed a 30-second spot/jingle about the EDD which was broadcast 48 times between 12 and 17 November on three local FM radio stations in the Strasbourg and Sélestat areas. Between 15 and 17 November two of these stations also transmitted five short programmes produced by CEFODE on the following topics: what is development, the food crisis, women's micro-enterprise, local government, and twinning.

Interviewed after the EDD, CEFODE reported that they had been deeply disappointed by the amount and quality of media coverage in the French media. In an attempt to compensate, they prepared an analytical article on the EDD which they sent to *Le Monde* and *La Croix*. Neither of these accepted the article for publication. It is available, under the title 'Des Journées Européennes du Développement trop peu médiatisées!' (19 November) on the Relatio-Europe website.

EU-15

There was practically no coverage in *Germany*, apart from a few local radio (online) reports announcing the EDD. We monitored SWR radio and television (Baden-Baden), ZDF television, DLF radio, and three daily newspapers - *Frankfurter Allgemeine Zeitung*, *Süddeutscher Zeitung* and *Badische Zeitung*. There was nothing in any of these. Although the 2007 EDD had also been largely ignored by the German media, considering the proximity of some of the German regions to Strasbourg, we had expected to find more coverage in 2008. This did not prove to be the case.

There was almost nothing in *Austria*, *Greece*, or *the Netherlands* and very little in *Belgium* (considerably less than in 2007), although an interview with Louis Michel in the September edition of *B.spirit!* (the in-flight magazine of Brussels Airlines) did cover the EU's contribution to development and explained the purpose of the EDD².

We found no coverage at all in *Denmark*, *Ireland*, *Luxembourg*, *Sweden*, or the *United Kingdom*. This repeats a pattern already found in 2007. A disappointing reversal occurred in *Finland*, whose media had carried 21 reports in 2007 (second only to *Portugal*, the host country), and whose Ministry of Foreign Affairs had funded five journalists to attend the EDD in Lisbon. In 2008 there was only one mainstream media item (in a newspaper that covers agricultural and forestry news). We were informed by the MFA that although they had again offered

² Neither this nor the advertorials placed in *Le Monde*, *Financial Times* and *International Herald Tribune* are included in our listing of coverage in Annex 2.

bursaries to journalists for EDD 2008, there had been very little interest in coming to Strasbourg: it seemed that the theme of local and regional government did not have sufficient appeal.

Among the 'old' Member States, coverage was more extensive in *Italy, Portugal and Spain*. The Italian weekly news magazine *L'Espresso* published a special online edition to mark the EDD, with links through to various sections of the EDD website. The other main news magazine *Panorama* published (online) an extensive article covering the challenges facing the G20 Summit and including an interview with Stefano Manservigi on EU development policy and the EDD (15 November). In Portugal one of the main weeklies, *Expresso*, carried two online items based on Lusa (news agency) reports, and there were online reports on the sites of the national television broadcasters RTP and SIC. SIC, which had a small team at the EDD, also transmitted two reports in its news programme – an overview of the event, and a story on the Africa-G20 link. Coverage in Spain was generally limited to more specialised media and relied almost exclusively on agency reports (especially EFE). Apart from items on twinning and partnership arrangements (also found in many of the smaller Italian and Portuguese media), the main story in the Spanish media was the G20-Africa focus, often derived from the EU press release of 14 November (IP/08/1703).

EU-12

As far as we have been able to establish (in the absence of definitive listings of participants), journalists from all of the EU-12 were present in Strasbourg, many of them participating through the EJC framework. This emphasis on assistance for journalists from the new Member States seems to have paid off, as we found coverage in almost all of the EU12 countries, though it varied greatly in amount and in depth. Heading the table is *Hungary*, which had a journalist from the national news agency (MTI) in Strasbourg (*not* funded within the EJC framework) as well as several others covering television, press and youth-oriented media. Of our 39 interviews with journalists at the EDD, four were with Hungarians. Four reports were filed by MTI, mainly focusing on Africa and the G20 but also – unusually for the mainstream media - covering the Charter of Cooperation in Support of Local Governance (signed in the presence of the mayor of Budapest). These formed the backbone of almost all coverage in the Hungarian media, which was found in a wide range of online news sites. The youth-oriented radio station Radiocafé (also represented in Strasbourg) carried coverage in its programme '*Europa kaveház*'. Two five-minute segments introduced the EDD, focusing

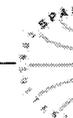


especially on the relationships between Africa and the EU and using extracts from some of the main speeches at the Strasbourg sessions.

Not surprisingly, the upcoming EU presidency of the *Czech Republic* ensured a fair amount of coverage in the Czech media, to some extent focused on the country's policy on development (the Foreign Minister Jan Kohout was a favoured interviewee). *Slovenia*, which held the presidency before France, also accounted for a reasonable amount of coverage across a range of online media. Much of this originated with the Slovenian news agency (STA), sometimes using AP material. On TV Slovenia (present in Strasbourg) we found a good example of current affairs analysis in the 30-minute slot '*Globus*'. The programme deals with a range of development themes, starting with immigration and poverty, and moving on to the G20 and the financial crisis, the MDGs, women and development, EU development aid, and Slovenia's policy on development. A good use of interview and other footage shot at the EDD is interwoven throughout, making this a visually attractive and engaging programme – one of the best examples we found of in-depth reporting on the issues addressed in the 2008 EDD.

Slovakian coverage was mainly through radio and television. The national radio channel Radio Slovensko carried three reports – all featuring journalist Milan Buno, who may have been present in Strasbourg (he was definitely in Lisbon). These featured extracts of speeches and/or interviews with Louis Michel, Wangari Maathai and Morgan Tsvangirai. Again, the emphasis was on Africa though Slovakia's own position regarding development aid was also taken up. The regional television channel TV Nasa (represented in Strasbourg) carried two EDD reports. The first was an overview featuring the opening ceremony (with an extract from Wangari Maathai's speech) and the Development Village (including interviews at the Slovakian and Czech stands). The second report focused on the African fashion show (with some gratuitous close-ups of the models' bottoms).

There was a moderate amount of coverage in Bulgaria and Romania, and we found reports by journalists from both countries who had been present at the EDD. A specific theme that surfaced in some of this coverage – for example in programmes on Bulgarian National Radio and on TVR Romania – was the status and position of these two countries within the EU. A number of reports in the Romanian online media centred on the twinning and partnerships between Romanian municipalities and those in other countries (e.g. Moldova). Otherwise the



reports reflected the overall focus of EDD 2008 coverage in general – the financial crisis and Africa.

Coverage in *Poland* was very limited (though greater than in 2007). Most of it emanated from three reports published by Polish Radio (online) and which were widely reproduced across online news sites. All three drew attention to the focus on Africa at the EDD. From Cyprus (Plus TV, which was present in Strasbourg) we found three short (2 minute) news reports: a general overview of the EDD, an item on the food and financial crisis theme, and a report on the EuropeAid campaign to communicate development to teenagers (Cyprus being part of this project).

We found relatively little coverage in the *Baltic States*, although *Lithuanian* radio FM99 carried several reports and the *Panevezio Balsas* (present in Strasbourg) covered many of the EDD themes in a lengthy overview article. In *Estonia* we found only one general news report (2min 30) on the national television channel Eesti Televisioon.

We were unable to locate any items from *Latvia* or from *Malta*, though there may have been coverage. We believe that television journalists from both countries were present, but they were not among our interviewees and so we were unable to contact them in our follow-up. We have already noted the difficulty of tracing television and radio material through online searches.

Pan-European media

TV5 Monde devoted an entire programme in its weekly *Internationales* series (also transmitted by RFI) to Louis Michel (16 November). It was introduced by Xavier Lambrechts 'live from the European Development Days in Strasbourg', but there was no further mention of the EDD in the 52 minute programme. In another TV5 Monde/RFI coproduction, *Afrique Presse* (15 November), Stefano Manservigi was the special guest and was given the opportunity to introduce the EDD (about one minute out of the 26 minute programme). On the news side, TV5 Monde included a one-minute item about the EDD in its weekly *Journal Afrique* on 18 November.

Euronews, in its regular *Agora* debate slot (19 November), featured Louis Michel and Jean Ping discussing the financial crisis and its implications for Africa. Though shot in the television corner at the PMC, there was no mention in the programme (8 min 30 secs) of the

EDD (and it is therefore not included in our listing in Annex 2). On the other hand the Euronews programme *Mali's Fight Against Nutrition* (6 November), that *inter alia* focused on a project to produce local flour, did relate this to the EDD 'being held from 15 to 17 November in Strasbourg' (in the final minute of the eight-minute programme). This programme is also available, in all eight Euronews languages, on YouTube. In January 2009 it had achieved over 80,000 views in the Italian version, and over 2,000 views in the French version.

Euranet, the recently formed consortium of European public radio broadcasters, published just one item on its website, provided by RFI (France) and with a link through to the RFI programme *Allo Bruxelles* (mentioned above).

Other countries and networks

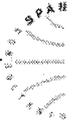
Apart from the EU-27, coverage of the 2008 EDD was found in almost 40 countries in Africa, Latin America and the Caribbean, Asia and the Pacific, and North America as well as in Switzerland – a much greater spread than in 2007. With the exception of a few countries, mainly in Africa, these media were not directly represented in Strasbourg and therefore relied on news agency reports – particularly AFP, AP, EFE, Lusa and Pana. Given the traditional adherence of news agency journalism to the classic definition of 'news', the vast majority of these reports thus focused on two main stories. First the G20-Africa link, and the call by African leaders (and the European Commission) to include voices from the developing world in the G-20 discussions and the anticipated new financial 'architecture'. This story was picked up in all world regions. Secondly, the situation in Zimbabwe as expressed in the statements of Morgan Tsvangirai at the EDD. This found particular resonance in some of the African countries.

Despite the large number of items based on the agency reports, it is questionable how much their readers would have learned about the context from which they emanated – i.e. the EDD. For instance in its reports AFP rarely went further than to mention that the statements or declarations it was reporting were made 'lors des Journées européennes du développement à Strasbourg'. Only its English language report (16 November) went a little further, describing the EDD as 'a European Commission-organised event uniting players in the development community'. The AP reports were slightly more expansive, for example (16 November) noting that 'dix chefs d'Etat et de gouvernement, 16 ministres et commissaires européens, tous issus des 27 pays membres de l'Union européenne ou du groupe ACP (Afrique Caraïbes

Pacifique), ainsi que 1.200 organisations sont réunis à Strasbourg pour ces JED depuis samedi et jusqu'à lundi soir'. While this gives an idea of the status of the EDD, it does not convey the substantive focus of the event or its overall purpose. Lusa gave more information, noting that the central theme of the 2008 EDD was 'a dimensão local do desenvolvimento' and that the event was intended to offer 'uma oportunidade única para estabelecer diálogos, encontros e parcerias inovadoras'. Overall, however, it was the AFP and AP reports that were most widely used (see Annex 2).

Of course there was coverage which went more widely and deeply into the EDD than would have been gleaned from the agency reports. For instance, in Cameroon, Spectrum TV transmitted ten 2-minute (approx) items in its news broadcasts covering many aspects of the event, and with a particular emphasis on youth, media and Africa. We understand that these items were transmitted in both English and French on each of its channels (STV1 and STV2) and that all were repeated several times. Several of the journalists who were present in Strasbourg – for example, from *Le Potentiel* (Democratic Republic of Congo), the *Zimbabwe Times* and *Diario Libre* (Dominican Republic) - published articles that were more analytical than the typical news agency report, and that gave a sense of the variety and atmosphere of the EDD based on first-hand experience.

We must also mention a certain amount of reporting by institutions and networks which, though not within the mainstream media portfolio, managed to communicate aspects of the EDD that were often neglected by the mainstream media. One example comes from the professional development network *Devex*, which published five items on its website covering many of the key issues addressed in Strasbourg. In these five pieces, each less than 700 words long, Devex managed to cover – using a professional, informative approach enriched by quotes from some of the personalities present – the financial crisis and its impact on development aid, the contribution of the EU to development, decentralised cooperation and twinning partnerships, the media and development debate and the Lorenzo Natali award ceremony, the Development Youth Prize and the young reporters sponsored by Plan International. A second example is quite different. The NGO *Euforic* produced a single round-up piece (a 'tour d'horizon' of the EDD), available on its website, that touched on all the main themes. Starting with a video insert in which Bernard Petit explains the EDD objectives, the piece moves on to media and development (including another video insert with ex-CNN journalist Tumi Magkapo), through decentralised cooperation, local governance, the MDGs,



and ending with the participation of youth in the EDD (the young reporters sponsored by Plan International and the YARD – Young Ambassadors for Rural Development). While this cannot be described as professional journalism in the style of the Devex pieces, nevertheless the Euforic item, with its video inserts and links to other sites, illustrates an engaging, multi-media type of presentation likely to appeal to younger audiences while at the same time capturing the range of issues discussed and conveying some of the flavour of the event.

Videos and Wider distribution

The ability to upload video material – whether self-produced or taken from other sources – has meant that certain aspects of the 2008 EDD have been made available to audiences that may not consult traditional media, whether in published or online formats. One of the most important sites for this kind of video uploading is *YouTube*, where we have already noted that the Euronews programme linking a project in Mali with the EDD had, in January 2009, achieved over 80,000 viewings in its Italian version (though considerably fewer in most other languages).

A surprisingly wide range of 2008 EDD-related material can be found on YouTube, although in most cases the number of viewings is quite small. For instance, we found a self-produced 2-minute item by a Latvian member of GLEN (the Global Education Network) giving his own perspective on the EDD, and including an interview with Andris Gobins (President of the European Movement in Latvia – EML). Shot in Latvian, the video had just under 100 views in January 2009. As already noted, we were unable to locate any mainstream media coverage of the EDD in Latvia, so this short video did at least give some exposure to what one assumes have been mainly Latvian viewers.

YouTube also contains all 27 of the interviews shot under the ‘Voices Against Poverty’ rubric by the UN Millenium Campaign (and which have been compiled into two videos for the EDD website). Few of these have been seen by more than a handful of viewers on YouTube – the largest number of viewings being about 250 for the interview with Koos Richelle. Most of the interviews shot by Plan International’s young reporters have been uploaded on YouTube (17 in all, compared with 9 on the EDD site), together with three other videos from the same Plan initiative – including an overview, ‘Youth Participation in the Spotlight’, which had achieved 290 views in January 2009. There have been few viewings of most the interviews themselves; leading the field is Awadi (the singer from the Aura rap group), with just over 200 views in January 2009, followed by Richard Branson with over 150 views.

Another important uploading and sharing site is *Daily Motion*, where the video of The Happening ‘Parachutes dorés contre pays pauvres’ which was actually shot by France 3/Alsace has been uploaded and had achieved almost 600 views in January 2009. No other EDD-related videos were found on this site.

We also found a number of videos on *blip.tv* – yet another hosting and uploading site. Material shot at the EDD by *Enforcic* (nine videos) and *Concord Europe* (3 videos) are available here. This site does not publish statistics on the number of views (though it seems that the figures can be accessed by registered users).

Apart from these uploading and sharing sites, a number of the organisations present at EDD have of course placed video material on their own websites. For instance, Plan International posted several videos related to its young reporters’ initiative. Canal France International, whose trainees produced five videos (mainly on aspects of *The Off*, and available on the EDD website) has also posted these, together with a sixth video on media and development, on its own website. Unfortunately, a technical glitch on the site means that the videos are not actually accessible. Although we contacted CFI to point this out, they did not reply and, at the time of writing, the videos on the CFI website still cannot be viewed. Finally, and directly related to the theme of local and regional government, the Committee of the Regions has produced a slightly longer (6min 30) video on the importance of twinning and other partnerships, which is available on its website but apparently nowhere else.

Themes

It is through an examination of themes that we come to the heart of media coverage (and media exclusion). By far the most dominant theme within media coverage of the 2008 EDD was the financial crisis and its potential impact on development assistance; and in the same context, the call for the inclusion of voices from Africa and other developing regions in the G20 discussions. The theme was absolutely up-to-the-minute, and it contained within it elements of potential conflict. It was almost guaranteed, therefore, to overshadow all other issues that had been on the planned EDD agenda – and it did so, accounting for more items than all others combined. The Commission itself laid the ground for this by publishing a press release on 14 November, in which it launched ‘a development appeal to the G20’ (IP-08-1703). This was taken up in news agency coverage (for example, EFE, whose report was widely published in media across Latin America), and helped to guide a considerable amount of individual media output. Next, almost all of the speakers at the opening ceremony, on

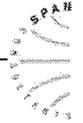
which a large number of media reports were based, also took up the theme. Since almost every one of these speakers was from Africa, this brought the African continent to the centre of the stage. And lastly the final declaration of the EDD, issued on 17 November, again brought attention back to the outcome of the G20 discussions and the financial crisis. All of this helped to ensure that the triad financial crisis – Africa – G20 dominated most of the headlines in coverage of the 2008 EDD.

The appearance of Morgan Tsvangirai at the EDD, though announced at a very late stage, also provided another classic news story. Interestingly, the single AFP journalist who was present in Strasbourg told us that, had Tsvangirai's attendance been known about in advance, AFP would certainly have had a larger presence at the EDD. Though of less universal interest than the G20 story, the Zimbabwe/Tsvangirai angle garnered some headline coverage for the EDD and was picked up by a number of media in Europe and Africa, as well as in North America.

The central theme of the EDD 2008 – the *local and regional dimension of development* – got very little prominence in media coverage. There were passing references to it (as a theme of the EDD) in some of the overview press articles. But apart from a small number of reports on the launch of the European Charter of Cooperation (for instance in media of Hungary and Burkina Faso), it was left to the NGOs to detail the discussions and events on their websites.

The theme of *twinning and partnerships* was almost completely ignored by the major media. The Portuguese news agency Lusa did carry several reports on the twinning of Portuguese municipalities with towns elsewhere – for instance in Angola, Cap Verde, São Tomé e Príncipe – helping to stimulate some coverage in those countries. And the Italian news agencies AGI and ANSA reported on Tuscan projects and partnerships with towns in Latin America, though we found no parallel coverage of these in the Latin American media. For the most part, the twinning arrangements were covered – if at all - by very local media, often the news portals of the individual towns concerned.

The *media and development* theme received very little coverage, apart from specific reports on the Lorenzo Natali Prize awards. However, most of these gave only a passing mention to the EDD and are listed separately in Annex 2 (section E). There were a few more detailed accounts of the media and development session, and we have mentioned most of them above



(Spectrum TV, Devex, Euforic); the Finnish NGO platform Kehys also focused on this issue though it, like most of the others listed, is not a media organisation. Media coverage per se was almost zero, though *El Watan* (Algeria) whose editor-in-chief was a participant in both the Natali Prize ceremony and the media and development session, did carry a story - reproduced in a number of other Algerian media - that linked these two events and set them in the context of a wider consideration of media's role in development.

Though the *youth* presence at the EDD was very noticeable – for example, the young reporters of Plan International, the YARD representatives, the Development Youth Prize winners – this rarely emerged as a theme in media coverage. Certainly there were stories about the DYP winners but, as was the case for the Natali Prize, most of these hardly mentioned the EDD (and many did not refer to it at all: those that did are listed in section F of Annex 2). Spectrum TV did devote several of its news reports to aspects of the youth presence, as did Devex. A student art/climate change project, bringing together young people from Strasbourg and Stuttgart got some coverage in Austria and Germany, while the presence of Belgian students (whose school partners with one in Burkina Faso) was picked up by a news site in Belgium. Overall, however, most media missed the opportunity to link the various strands of youth activity at the EDD into a story that could have highlighted the role of young people in development.

PART THREE

Conclusions and Recommendations

In Part Two, we reached some general conclusions on the quality and impact of the communication aspects of EDD 2008. In Part Three, we shall try to relate these more specifically to the objectives set by our Terms of Reference, before continuing, in the final section, to extract from them some concrete recommendations.

1. Communication Outreach

Our first task was to assess, within the limits that time, resources and methodology imposed upon us, the outreach, footprint and immediate impact of the communication objectives of the European Development Days on the wider European and international public

In section 7 above, we have reported on international media coverage of the EDD, revealing a rather disparate picture. The arrival of many new portals and online versions of print media, and our access to individual journalists in 2008, means that it is difficult to make a quantitative comparison between coverage in 2007 and 2008. In the host country, France, we identified a rather disappointing result, except at the local level (both print and online) in the Alsace region. We found no coverage in the printed versions of the national press, and very limited results in the online versions. Elsewhere, among the 'old' Member States, the best results were in Italy, Portugal and Spain; they were disappointing in Germany (where more coverage might have been predicted at least in the regions neighbouring Strasbourg), in Austria, Belgium, Greece and the Netherlands. Although coverage of the 2007 EDD had been high in Finland, there was almost none in 2008. We found no media coverage in Denmark, Ireland, Luxembourg, Sweden or the United Kingdom.

The situation was better in the EU12, especially in Hungary and the Czech Republic and reasonably so in Slovenia and Slovakia. There was moderate coverage in Bulgaria and Romania, but less in Poland (though better than in 2007), and relatively little in the Baltic States and Cyprus. We were unable to locate any media reports in Latvia or Malta.

At the Pan-European level, efforts to work with TV 5 Monde paid off, as they did in the case of Euronews. The newly formed Euranet, which has EU backing, was disappointing, publishing only one online item. Elsewhere in the world, we found some coverage of EDD 2008 in almost forty countries, mainly in the ACP regions but also in North American and Switzerland. This was a much wider spread than in 2007 and was mostly as a result of news agency reports. The vast majority of these reports focused on just two stories: the G20 link, and the situation in Zimbabwe (based on the statements made by Morgan Tsvangirai). The EDD themselves were rarely given more than a passing mention.

There was, however, some deeper coverage, much of it generated by journalists who were present in Strasbourg. There was also some reporting by non-mainstream institutions and networks, which managed to communicate aspects of the EDD that were neglected by the mainstream media.

In addition, the ability to upload video material meant that certain aspects of EDD 2008 could be found on other outlets such as YouTube, though the number of viewings was generally small. And some of the organisations present in Strasbourg placed material on their own websites (such as Plan International and Canal France International).

2. Responding to Multiple Objectives

The picture overall is fragmented, and needs to be examined in relation to other objectives set for our assessment, which had a more theoretical character. We were first of all asked how well the communication activities of the European Development Days met their stated objectives, and then asked to gauge the effectiveness of the EDD in responding to multiple objectives (i.e. concerned both with communication and with the EDD's function as an expert meeting). In the light of our conclusions, we were then asked to consider whether any other, alternative strategies might be considered, and finally, to make suggestions on how all of these arguments might effectively be presented to decision-makers.

For the first of these tasks, we shall take as our starting point the EDD media plan and, using this as a baseline, compare it with the resulting media coverage.

In our earlier discussion of the Media Plan for the EDD, we isolated (in a summary table) the two primary and two secondary communication objectives identified by the Plan. These were:

Primary Objectives

Confirm EDD as major event in international development agenda

Use EDD to communicate EU development policy and achievements to wider public:

Secondary Objectives

Encourage the media to cover the EDD

Sensitise the wider public to EU development actions through the media

We should note that the secondary objectives are really instrumental, in the sense that they suggest means of achieving primary aims: they are moving towards the operational objectives that follow in the Plan. These were, in order, (i) *announce the event, bring in journalists to cover the event;* (ii) *assure the presence and involvement of key journalists,* and (iii) *promote the Natali Prize and the award ceremony.*

We consider that the first primary objective, of confirming the EDD as a major event in the international development agenda, is well on the way to being met, although the media are only one of the means of bringing this about (i.e. the first of the secondary objectives). Interpersonal communication, establishing a tradition of participating in successive EDDs, professional networking and word of mouth are just as important. However, we believe that DG Development's Unit A/4 has worked hard and well to encourage media coverage, in particular by bringing 'key' journalists to the event and providing them with a range of materials and facilities. In our report we have suggested ways in which this strategy can be extended, and the range of services and materials improved, but the basic effort that has been made needs to be recognised.

At the same time, the media cannot be compelled to cover the EDD, and a note of realism is in order when we consider the second pair of objectives (both primary and secondary), which are concerned with the wider public. There is an ongoing debate as to whether a wider public understanding of EU development policy and achievements needs to be explicit (i.e. consistently pressing home the message that the EU is the world's no. 1 aid donor – which does come through in some of the coverage, particularly when based on the EC's own press

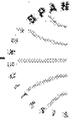
releases), or whether it can be implicit (i.e. that wider development issues are being discussed under the aegis of the EU, and the EU's role can therefore be assumed to be important).

We would tend to take the broader view, but irrespective of the position taken, in effect, a great deal of the coverage in mainstream media did not focus on the EDD themselves, but on the *themes* which emerged at the time, some of which were serendipitous (though they were well exploited by EC communication staff, and subsequently by experienced journalists).

The main themes covered as a result of the EDD were the *G20* (and the contrast between the Washington and Strasbourg events that was exploited to good effect in the course of the meeting), the *financial crisis and its potential impact on development cooperation, Zimbabwe (and the visit of Morgan Tsvangirai)*. These themes were either co-incidental, or were the result of a choice of speaker. In contrast, there was very little coverage of local governance or regional issues (the main theme of the EDD), little of twinning (apart from local coverage in the cities involved), and very little of the media and development strand.

All of this reinforces the familiar argument that the EDD are not in themselves a newsworthy event, and are much better placed to provide background for feature material. At the same time, it is well worth the effort of generating wider coverage through an astute choice of speaker, or by capitalising on world events by drawing judicious comparisons (as happened with the G20 meeting). In doing so, it has to be recognised that the EDD can provide a launching pad for media attention, but they are unlikely to feature extensively in their own right in the coverage that follows. This needs to be recognised in the pattern of selection of 'key' journalists for subsidy (for example, bringing news agency journalists to the EDD, and those who focus on feature and in-depth material). It could assist in the formulation of more precise operational objectives in the years to come.

Where does this leave us in relation to other objectives? In the Introduction to this report, we characterised one of the EDD's main purposes as follows: *'The EDD have been presented as both a major communication event and an expert meeting and specialist fair. Is it possible to meet both of these objectives simultaneously in an effective way?'* We went on to say that, while both internal and external evaluations of previous editions of the EDD have been in agreement that this is probably not feasible, nonetheless the twin objectives have been retained.



In itself, this is not surprising – not simply because the evaluations have usually been completed after decisions on how to organise the next event have been taken, or even because decision-makers are famously reluctant to act upon evaluation findings. Another factor is that both objectives have a strong resonance with decision-makers, making them reluctant to relinquish either one or the other. We may have to confront the reality that, irrespective of the conclusions of the evaluation team, both objectives will, to some extent, be perpetuated. In this case, we have to find a way of meeting them as best we can, avoiding any conflict between them and maximising each as far as possible.

We began to consider this dilemma in our 2007 evaluation report, where opened our concluding section by saying:

In the longer run, going beyond the timeframe of the EDD event itself, a new communication strategy needs to be devised in the light of decisions taken about the EDD's future role in raising levels of public awareness. It will be much easier to develop such a strategy, and to link it organically to DG Development's overall communication strategy, if the EDD are institutionalised and placed firmly in the DG Development calendar. The EDD can then take their place either as the main event of the year (and a strategy developed to reflect this priority), or as one among a number of focal events, which can be prioritised according to their intrinsic interest and newsworthiness. Resources can then be distributed proportionately. In the final analysis, the communication route for A/4 must depend on which choice is made.

Whatever option is selected, horizontal communication activities, like the website, should ensure an element of continuity for the EDD, taking the conference as a focal point in the calendar and providing a countdown to the event'

To some extent this is what happened in 2008, when the media plan for the EDD itself had relatively limited objectives, and attention was focused on the wider public outside Strasbourg. In 2008, the EDD were still more of an expert meeting than a decision-making forum, and an attempt was made to locate communication within a broader debate on media and development, while the traditional promotion of the conference itself was maintained. In this report, we have tried to show why the approach did not wholly succeed, in part because the media and development strand was initiated too late and the strategy was not fully developed. At the same time, the local arrangements for publicity and media coverage did not work well, though this was not the responsibility of Unit A/4.



Yet overall, notwithstanding our findings, we see no reason to believe that the multi-track approach we outlined in our evaluation of EDD 2007 cannot eventually be effective, and we do not see any other practical way of meeting the EDD's communication objectives. Unit A/4 is always likely to be confronted by the same dilemma: a request from above to provide maximum publicity for the EDD, in all probability with expectations of media coverage that cannot be fulfilled, which it has to reconcile with its own recognition that changes in attitude are only brought about over a longer time-scale, and that communication goals and targets can be better defined, and better implemented, if they are set within a realistic longer-term strategy.

Each successive EDD will bring its own problems, and will have to be approached pragmatically. Especially while the link with the EU Presidency continues, successive organising Member States will come to the table with different notions of the event, representing their own political and cultural patterns and priorities. Some may see the conference as more of a networking, others as more of a decision-making event. They will have different attitudes to the Development Village, to access by the wider public, to off-campus and cultural programmes. In each case, the communication strategy will also differ, since communication objectives must necessarily be matched to conference objectives. At heart this is a communication planning process, which is not formulaic.

Can we provide some guidance to this process by distinguishing between the different functions of communication in the EDD?

The EDD are *first of all* a major event within the overall communication strategy. We do not intend to enlarge upon this here, as it is part of a separate evaluation report, but that strategy is founded on a belief in the significance of communication in development processes (a belief which was at the core of the Media in Development strand of EDD 2008, and which underpins the inclusion of some other events in the conference programme, such as the Natali and Development Youth Prizes).

A *second* communication function is to publicise the EDD at an international level, seeking to ensure that it is widely known and promoted.



A *third* function is *local* publicity, promoting the EDD to local audiences wherever it takes place and fostering development awareness among the general public.

A *fourth* function is the provision of communication services to the conference itself, and to participating journalists.

Each of these functions makes demands upon Unit A/4, and they all need to be accommodated in the specific communication strategy devised for each EDD, and spelled out in its Media Plan.

In this final section, therefore, we shall attempt to extrapolate from our report some specific, operational conclusions, which we will group according to the four communication functions listed above.

Strategy and Planning

- *Media Plan*

The Media Plan should be developed further, to include all of the functions listed above, and distinguishing more clearly between Targets, Actions and Tools.

- *Prizes*

The Natali and Development Youth Prizes need to be fully integrated into the Media Plan; their organisers should be part of the overall planning team and attend planning and coordination meetings.

- *Other communication events*

If there are to be other communication events, they should also be fully integrated into the Media Plan, and their organisers should participate in planning and coordination meetings. They should also have a clear and explicitly stated relevance to the overall communication strategy of DG Development.

International Promotion of the EDD

- *Media coverage*

In the interests of media coverage, it is as well to accept that the EDD is at best an instrument for media coverage, not a topic in its own right. It is advisable to concentrate on newsworthy themes and speakers, making the most of topical events as they arise by drawing comparisons,

as happened with the G20 in Strasbourg. When inviting or subsidising journalists to attend, their capacity to secure media coverage, or facilitate distribution should be borne in mind (for these reasons agency journalists, those writing for specialised publications or focusing on in-depth and features writing should be encouraged). Make the most of unorthodox or non-traditional channels, including new media, specialised channels, professional and institutional networks, blogs and interactive channels. The focus on European channels should also be maintained, including Euranet and the new European websites. Coverage is always likely to be fragmented, and all levels are important, local and regional as well as national and international.

- *Website*

The website is the cornerstone of the EDD, and the interface between many functions (registration, programme, audio-visual materials, background information, logistics etc), as well as between international and local stakeholders. It is also the main agent of continuity for the EDD, providing a link between one year's event and the next. It needs to be transparent, regularly maintained and updated, accessible, comprehensive, consistent and above all functional. Promises made on the site need to be kept (including proposed dates of posting), but whenever problems arise, these should be shared with all stakeholders. Possibilities for greater interactivity and engagement with stakeholders need to be studied.

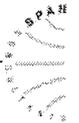
Local Publicity

Local publicity is important in securing the interest and commitment of the local public, and should be fully integrated into the Media Plan. This is not only a matter of ensuring that posters and billboards are numerous and strategically located; it means, above all, capitalising upon the interest of local NGOs and local media and working alongside them. It also implies regular, day-to day cooperation with the local stakeholders, and not simply a division of responsibilities.

Media Relations and Services

- *Journalists' programme*

Inviting targeted journalists to attend the EDD (and subsidising their participation) has a demonstrated pay-off in terms of media coverage, particularly in the case of news agency representatives and in the selection of journalists with access to either/or 'world affairs' or 'European' programme slots on radio and television (these will be mainly public broadcasters).



- *Training occasion*

The EDD provide a useful opportunity for a structured orientation programme or seminar for journalists, provided that this programme is customised to match their interests and experience. It can stimulate a long-term interest in development issues, and provide insights for future reporting.

- *Press briefings*

Press briefings need to be well planned and structured, and wherever possible advance notice needs to be given. A monitor of notice board in the press room is useful.

- *Press releases and press kits*

Press releases need to be well focused, to avoid jargon and official positions and to be up-to-date. Press kits need good contact information and links to follow-up opportunities

- *AV materials*

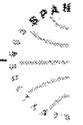
Audio-visual materials need to be posted early enough to match journalists' deadlines. They also need to be up-to-date and include new material. Materials which can be re-packaged by journalists are the most useful.

- *AV facilities*

These are important for Member States and organisations with limited budgets. If it were feasible to make a cameraman or small crew available on demand, this would probably pay dividends. Some flexibility in booking is needed.

- *Press centre*

The press centre is the most important of the facilities provided for journalists and deserves special attention. A reliable and fast Internet connection is the most valued service (wi-fi is preferable), and there should be an adequate supply of computers, with sufficient English keyboards and USB ports (and English instructions). An adequate supply of power sockets and telephones is also needed. Good lighting is needed, and a comfortable working environment, preferably with separate spaces for work and for interviews or discussion.



- *Media corner*

The structure of the media corner on the website developed for the EDD in Strasbourg should be retained. Postings need to be earlier, and downloading simpler if possible.

Evaluation

For evaluation of any major event such as the European Development Days to be effective, an early start, full and early access to documentation, and a proactive engagement with stakeholders is essential.

3. Communication of Conclusions

This brings us to the final question of how to present our conclusions to decision-makers (bearing in mind what we have already said about decision-makers' attitudes to evaluation). In brief, as we hinted above, we believe that any presentation of evaluation results has to be tailored to suit the current decision-making regime. There is little point in arguing a case for a course of action that has already been overridden or rejected. On the other hand, our presentation has to be realistic, and avoid making claims that cannot be substantiated or promises that cannot be fulfilled.

While we cannot predict the attitude of future Commissions and Commissioners, we would suggest that an incoming Commissioner should be provided with a concise dossier which reflects a consensus of the views of Units A/2 and A/4 on the objectives of the EDD, and that insofar as communication objectives are concerned, this is based on the four functions isolated above. Three of these functions are relatively easy to describe and justify.

International

The emphasis in promoting the EDD internationally should be on the website (and the links between this site and other sites of DG Development, related Directorates, the international development community and international civil society). This is not simply to publicise the conference and encourage attendance. It is through the website, and the access that it provides to the EDD programme and stakeholders, that a wider international public is able to participate in the event, and the greater the degree of interactivity provided by the site (though the media corner and blogs), the greater the likelihood of public engagement.

Local

Local publicity needs little justification, but it has to be fully integrated both with international communication scenarios and with the implementation of the conference itself. If it starts too late, if it carries conflicting messages or if it opens up a gap between an expert 'In' and a public 'Off', it can be counterproductive.

Services

While there is little point in suggesting to a future Commissioner that the EDD will secure banner headlines in mainstream media, it can be argued that media coverage will be more extensive, more insightful and more sympathetic if a full range of services to journalists is provided, and if assistance (and customised orientation) is given to journalists who engage key audiences, such as young people, developing country media, the new Member States and the non-committed.

Strategy

However, the most difficult, and the most important argument relates to the first of the four functions: the *EDD's place in overall development communication strategy*.

The tone and content of this argument will depend upon the attitude to the media of the incoming Commissioner and his team. A few years ago, the situation was very different, when politicians did not assign high priority to media agendas and were often nervous of media contact; today, the media may represent unfamiliar territory, but they are unlikely to be dismissed as irrelevant. A more likely difficulty is that they will expect too much of the media, approach communication as a public relations exercise, value bland press releases and shy away from transparency and well-researched but critical material.

Perhaps the most convincing argument in favour of communication as an essential component of development is the significance of communication and the media in contemporary society as a whole. Development communication is no longer a marginal or specialised field; it is part of the development process as a whole. As such, while there are short-term gains to be secured through traditional publicity and promotional approaches, development communication has to focus on the longer-term scenarios through which attitudes and behaviours can be changed.



Communication in support of development focuses on dialogue, knowledge sharing and participation, all of which are key components in the development process overall. Communication strategy underpins this process at two levels. In the first place, through the development of the media, which can promote a dialogue between participants and stakeholders (provided that they are free, open and pluralistic). And secondly, through the development of communication processes which stimulate exchanges, generate content and channel the development dialogue. This is the broader mission of DG Development's Unit A/4, within which the EDD occupy a significant, but not necessarily an overriding position.

