

Feedback from CONCORD DARE Forum, Brussels 17/18 May 2011

Background information:

The DARE Forum is one of the working groups of CONCORD (European NGO confederation for relief and development www.concordeurope.org) established in 2003. Dóchas is a member of CONCORD which has one 'national platform' in the EU Member States and 18 other international networks including Plan Europe and Save the Children. CONCORD has about 15 working groups (<http://www.concordeurope.org/Public/Page.php?ID=30>). The DARE (Development Awareness-Raising and Education) is one of the oldest working groups in CONCORD (active since 1980's - before CONCORD was established). DEEEP is the administrative antenna of the DARE Forum (<http://www.deeep.org/>), based in Brussels and supporting the work of the DARE Forum. DEEEP staff are not members of the DARE Forum. We are currently in the third DEEEP project known as DEEEP 3 (October '09 – September '12). The DARE Forum also has a steering group made up of members of the DARE Forum. CONCORD has two main aims: 1. To influence the EU institutions and policies, and to engage with citizens, development NGOs and civil society as a whole to act in solidarity with those living in poverty and to influence their representatives in governments and EU institutions.

Agenda/Outcomes of DARE Forum May 2011

Tuesday 17 May

- **Introductions**
- **Updates from the national platforms – information sharing**
- **Updates from DEEEP**
CONCORD general assembly (end of June) – opportunity to promote DE. Who is representing Dóchas there?
- **Debate on DEAR Position Paper 'Why Development needs Public Engagement'**
Development agenda in EU is at odds with the global justice agenda of development education. Why is development education important?
- **Update on DE Summer School, Finland 12-18 June 2011 on 'Quality and Impact'**
Check Dóchas participants have access to online forum (for pre-DESS and follow-up) and workbook
How do we measure the impact of DESS? This year and in the past.... Responsibility of national platform? Reporting – follow-up – Meetings - Selection of candidates – ToT – need to present a project/position paper/proposal after the DESS
- **Planning for DE Summer School, Czech Republic 2012**
A survey was undertaken by the Czech national platform with 4 potential topics for the 2012 Summer School.
 1. Policy Coherence for Development

2. Overcoming Euro-centrism in DE
3. New ways of involving the public (interest and capacity within CONCORD on this!)
4. Education for Democracy and Human Rights

Feedback from the DARE forum included interest on community-based education and action as a tool for social change. The content will focus on sustainable development with link to Policy Coherence for Development. Southern expertise is crucial – half of the participants will come from the South in 2012 (15 of 75 this year)

CONCORD wishes to be co-organiser of DESS in 2012. Action: second draft will be circulated by Czech platform to DARE forum before DARE Forum/DEEEP decides. Email ideas to Czech national platform

- **Session on quality and impact – how best to measure Quality and Impact of DE?**

This fed into the plans for the Working Group on Quality and Impact (meeting on Wednesday 18). We mainly looked at tools to measure DE impact and different levels of quality

- **Session with Doug Bourn, from the DERC (Development Education Research Centre), London**

Doug Bourn is the ex-director of DEA UK. DERC established in 2006, acting as a knowledge hub. They run an MA in DE (online so involving people around the World) – 4 modules plus dissertation (www.ioe.ac.uk). There is the option to suggest research topics for students to complete dissertations/essays etc.

DERC publications are research reports (as opposed to theses). Sign up to the DERC newsletter? d.bourn@ioe.ac.uk or Development Education Digest (twice annually). There is also an International Journal of Development Education and Global Learning (20 on editorial board) and a book: 'Dev Ed: debates and dialogues'.

- **Public seminar Values and Frames – New ways to engage the public with global justice by Martin Kirk, OXFAM UK**

Martin Kirk will be key-note speaker at a Dóchas/Development Education Group national seminar on 2 June in Dublin: 'Added-values: promoting long-term public engagement in development'. To register, contact anna@dochas.ie. UK analysis of public engagement in development issues based on recent research: Common Cause report http://www.wwf.org.uk/wwf_articles.cfm?unewsid=4224 and Finding Frames report <http://findingframes.org/>

His presentation focused on:

1. **The problem**

We are losing the public debate on global social justice – based on data from NGOs, Government etc. Lots of data in UK, systematically gathered since mid-1990s.

Public does not share our belief/understanding/ambition – ‘uninterested and unformed’ (Andrew Darnton, 2009). Basic understanding of poverty stuck in 1985, despite MDG agenda, Jubilee Debt campaign, Make Poverty History, social democratic govt (support to DFID).

2. Values

Used as a term in politics a lot. BUT in psychology etc values are now a practical, powerful tool. Psychologists treat values very seriously – guiding principles in your life ‘criteria’ by which we make choices in life (holidays, food, raising children etc.) Are abstract and rarely conscious.

Schwartz (1992 -) leading thinker. There are 57 human values divided into 10 types. See worksheet. There is a relationship between values which can be plotted

- **See-saw effect:** if one type of values is activated, another type of values will be suppressed, e.g. power and universalism.
- **Spill-over effect:** if one type of values is activated, this supports and encourages values, attitudes, behaviour etc compatible with those values.

3. Frames

How do we get to those values and activate them?

Frames defined in 1970s – chunks of knowledge – started with artificial intelligence. If I say the word ‘aid’, you don’t get a dictionary definition, but different concepts/image of the word. Nothing to do with rational level, we miss this as NGOs, we focus on rational level.

You cannot replace a negative frame with a positive one – e.g. corruption.

What deep frames are active in UK campaigning?

- Moral order – hierarchies exist for a moral purpose and are natural.
- Individual interests
- Shared prosperity

What words are we using which does that? What words are reliant on the moral order frame?

- Aid
- Development
- Charity
- Campaigns
-and the images we use!

Frames are in dialogue with values.

4. Implications

Strategic implications

- needs a whole org approach, not a communications problem.
- nurture helpful and positive values/frames
- challenge unhelpful values/frames
- manage trade-offs and see bigger picture – very challenging to our ingrained practices, e.g. fundraising and campaigns (this is not an anti-fundraising/corporate strategy)
- work together and work with others

Practical implications

- change our wording, or change the frame around them e.g. 'aid'
- we only measure rational aspects, e.g. through polling, this needs to change
- Evolve our campaigns/fundraising, e.g. less clicktivism, becomes a 'supporter journey'.
- Less charity, more governance (change our orgs)
- Change our sector – less competition, more collaboration (fundraising and Press)
- Change our engagement – invite public into the debate.

Wednesday 18 May

- **Working Group sessions**

- Advocacy
 - Communications/Code of Conduct
 - School Curriculum
 - Youth and Children
 - Quality and Impact
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- Youth and Children Working Group feedback (Elaine Mahon, Chair)

Position Paper on the role of youth and children in DEAR

Circulate to DARE Forum for endorsement on 30 May. Comments to be submitted until Friday 10 June. Dissemination will take place during June/July

Thematic Dossier on development education with youth and children

The dossier is progressing. There are about half of the articles completed. Chiara will re-order the articles, and also include the background of the authors and organisations. Thematic dossier will be disseminated after Summer.

Review Action Plan 2011

Tasks for 2011:

1. Survey; 2. Position Paper; 3. Guidelines on good practice

The third task remains for the rest of 2011. We have planned the guidelines to be included in the Thematic Dossier, and potentially to do a session at the next DARE forum

- **Endorsement of DEAR Position Paper ‘Why Development needs Public Engagement’**

- **Plan for DEEEP 4 – submission of grant application to EC (November 2011)**

DEEEP 3 ending in October 2012. DEEEP 1 and 2 were EC targeted projects. DEEEP 3 was a grant. DEEEP 4 planning in process... Plan to submit under the NSA Call for Proposals

DEEEP 4 – Vision 2020 objectives

- Coherence & Coordination
- Research
- Implementing change

Problem analysis:

- Identity of DEAR (communication and how we see ourselves)
- Coalitions: lack of effective alliances between DEAR and others (e.g. social justice, human rights)
- Coordination: influence the political policy agenda
- Discourse: development agenda in EU is at odds with the global justice agenda of DEAR
- Quality & Impact: difficulty in showing impact and effectiveness of DEAR

- **Elections to the DARE Steering Group**

- Gyorgi (Hungary) leaving: One place to Poland (upcoming EU presidency) Jedrek – Centre for civic education, member of Platform and DE Working Group. Focus on formal education. (Looking for contacts in ISSU/Comhairle na nOg)
- Magali (Belgium) leaving: Marina replaced by (Fair Trade Greece)
- Mahira (Malta) leaving: replaced by Nadja (Bulgaria)

- **Plan for next DARE Forum, 12 – 14 October 2011**

- **Evaluation of meeting**

If you have questions about the DARE forum, please let me know at elainem@nyci.ie