

European Conference on Awareness-Raising and Development Education for North-South Solidarity

Brussels, 19-20 May 2005

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The aims of the conference, that took place in Brussels on 19-20th May 2005, were twofold: to enhance the role of development education and public awareness in development co-operation policies of the EU Member States and the European Commission; and to encourage more awareness-raising campaigns on North-South solidarity particularly in new Member States and accession and candidate countries, by sharing good practice. The conference was organised on the joint initiative of the Belgian Development Co-operation Directorate-General (Federal Public Service of Foreign Affairs)¹ and the European Commission (Directorate-General for Development; Directorate-General for Humanitarian Aid and EuropeAid - Co-operation Office).



The conference gathered together some 200 participants from 27 different European countries in the prestigious setting of the Palais d'Egmont. They included many delegates from the new Member States, accession and candidate countries and representatives from a wide range of institutions - national, European and international administrations, non-governmental organisations and other actors of civil society, including the media. The lively debates led to some concrete recommendations primarily addressed to the European institutions and the EU Member States².

Several keynote speakers took the floor during the plenary sessions. They included: **Louis Michel**, European Commissioner for Development and Humanitarian Aid; **Armand De Decker**, Belgian Minister for Development Co-operation; **Jean-Louis Schiltz**, Luxembourg Minister for Co-operation and Humanitarian Action and President-in-Office of the EU Council; **Bronislaw Geremek**, former Polish Minister for Foreign Affairs and Member of the European Parliament; **Eveline Herfkens**, former Dutch Minister of Development Co-operation and UN Executive Coordinator for the Millennium Development Goals Campaign; **Johan van Hecke**, MEP, on behalf of **Luisa Morgantini**, President of the European Parliament Development Committee; **Henny Helmich**, Director of the Dutch National Commission for Sustainable Development (NCDO); **Rilli Lappalainen**, Chair of the Development Education Forum of CONCORD, the Confederation of EU NGOs for Relief and Development; and **Suzanne Monkasa**, of the Belgian section of the Council of African Communities in Europe.

Working group sessions allowed more in-depth discussions on the following specific themes: (i) the enlargement of the EU and the political commitment linked to awareness raising; (ii) the integration of development education in formal and non-formal education systems; (iii) media and communication strategies; and (iv) quality, impact and assessment in development education and public awareness³.

This report provides a structured summary of the main speeches delivered in plenary sessions, as well as some of the key ideas developed in the working groups.

¹ Formerly known as Ministry of Foreign Affairs.

² See Conference Recommendations in Annex I.

³ See summarised conclusions and recommendations of working groups in Annex II.

Mobilising EU public opinion on North-South solidarity: a relevant and topical debate

The role of Development Education

The importance of Development Education (DE) as a means of promoting the essential EU values of tolerance and solidarity in an increasingly global, interdependent and multicultural society, was emphasised.

Most speakers insisted on the need for DE to build solid support for the increase in public expenditure on development aid - necessary if EU Member States are to achieve the Millennium Development Goal (MDGs) of halving extreme poverty by 2015⁴.



Prof. Geremek: "As highlighted by the Commissioner, the new EU Member States should understand the need for North-South solidarity and the fact that it is a way to assert one's place within the European and international community."

For the former Polish minister of Foreign Affairs, Prof. Geremek, the issue of North-South solidarity should not be considered as a problem for the EU new Member States (NMS), but

⁴ See Millennium Development Goals in Annex III.

rather as a "positive challenge". He fully supported Commissioner Michel's view that an active solidarity policy towards poorer countries in the South helps a country to assert its position in international affairs⁵.

The Chair of the European Parliament (EP) Development Committee stressed that "being a Member of the EU means not only embracing democracy and the common market policies, it is also a commitment to fight poverty". She quoted from the Treaty⁶ on the EU and stated that "the MDGs are not only part of the 'acquis communautaire', they are enshrined in the Treaty and therefore legally binding for the Member States." Finally, she concluded that "in order to attain the 0.7% of GNI for development by 2015, it is important that citizens in the Member States realise that membership of the EU is not only a matter of receiving subsidies, but also of solidarity and contributing to the creation of a just and equitable world order for all human beings living on this planet."

⁵ Commissioner Louis Michel was quoted as saying "embracing an active co-operation policy upgrades the international profile of a country, opens new opportunities and helps to educate young generations in the respect of fundamental rights, solidarity and universalism" when visiting the Czech Republic on 25 February 2005. (IP/05/219).

⁶ "The Community and the Member States shall comply with the commitments and take account of the objectives they have approved in the context of the United Nations and other competent international organisations", TEU, art.177, al. 3.

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A topical debate

The ministers, the Commissioner and the UN representative all highlighted the timely organisation of this conference, taking place on the eve of the September Summit in New York, which will follow up on the Millennium Declaration.

Suggesting that 2005 could be considered the international year for development, Commissioner Louis Michel and Minister Schiltz recalled other major milestones for the EU and international development co-operation policy this year: (i) the recent publication of three communications by the European Commission (EC), addressing, among other issues, the need for EU Member States to increase their budget allocation to development co-operation - with intermediate targets to be reached by 2010 - in order for the EU to move in the direction of the stated average target of 0.7% of ODA by 2015 and 0.33% for the EU-10; (ii) the public debate on the revision of the EU development co-operation policy priorities and the subsequent reformulation of the Development Policy Statement, to take into account the MDGs; (iii) the meeting of the Council of General Affairs and External Relations, gathering

Development Ministers and addressing some of those points, two days after the conference; (iv) the G-8 Summit in July, addressing the issue of poor countries' debt cancellation.

A continuum of initiatives

Setting this conference in the context of past initiatives, the Belgian Minister recalled the EU Council Resolution on DE of November 2001, adopted under the Belgian presidency of the EU, stating that "raising awareness increases citizens' support for further efforts in the public funding of development co-operation".



Commissioner Louis Michel highlighted the importance of the year 2005 for international co-operation for development.

He also referred to the Maastricht Declaration of the Europe-wide Global Education Congress held in 2002 under the aegis of the Council of Europe. It recommends the integration of global education into education systems at all levels, the development of national action plans and increased funding.

Looking forward, he expressed the wish to see this European Conference on 'Awareness-Raising and Development Education for North-South Solidarity' as the first in a series of conferences supported by Member States.

Raising public awareness on EU development co-operation: a challenging task

Weak public awareness

Referring to the Eurobarometer study of February 2005, most speakers deplored the fact that, five years after the signature of the UN Millennium Declaration, as many as 88% of EU citizens still ignore the very existence of the MDGs⁷. The study also highlighted poor awareness of EU action in the field of development co-operation, in spite of the fact that the EU is the world's leading aid donor with 55% of global ODA.

The key question is therefore: how to reverse this situation and secure citizens' support for increasing public funding of development co-operation, so as to achieve the MDGs?

The UN Executive Coordinator for the MDG Campaign admitted that getting public support requires effort to overcome the general pessimism that exists about the feasibility of achieving the MDGs and the efficiency of aid⁸, as well as the negative perception of developing countries resulting largely from how they are portrayed in the media.

⁷ Special Eurobarometer 222 "Attitudes towards Development Aid", February 2005, p.32.

⁸ According to the Eurobarometer study, "as regards the first objective of halving extreme poverty by 2015, 68% of those interviewed did not think it would be reached as against 29% who did; as regards the objective of universal access to primary education, 42% of people considered that it was achievable but 54% were, if anything, pessimistic." IP/05/217, dated 25/02/05.

She emphasised that, in fact, many African States are on a good track to increased democracy and economic growth, and that the MDGs *are* achievable. Her view was supported by the NCDO Director, who argued that many African leaders had made significant progress in liberalising their economies, and that these efforts need to be recognised and encouraged through improved coherence in the various EU policies affecting developing countries (trade, agriculture policy, etc.).



Susanne Monkasa: "Why do media convey predominantly negative images of Africa?"

Negative perceptions

The representative of the Council of African Communities in Europe, and a journalist and former spokesperson of the ACP-Group added their views. Both deplored the negative representation of the South in Northern media, wondering why everybody knows, for instance, that Botswana is one of the African countries most affected by HIV/AIDS but nobody knows that tritherapy is fully provided for by the public health authorities?

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Reasons for hope

Despite the negative perception of the reality in Southern countries, the Belgian minister gave some reasons for optimism. He referred to the fact that an increasing number of European citizens - up to 90% - acknowledges the importance of helping the populations of poor countries in Africa, Latin America and Asia. Furthermore, at least one third believes that their governments and the EC are doing too little in terms of development aid⁹. In the minister's opinion, this reflects a great potential of support that the EU Member States and the EC can exploit in order to increase their ODA and awareness-raising efforts.

The public response to the Tsunami of December 2004 is a good illustration of how citizens from the EU-25 - in the NMS and the "old" MS alike - can be mobilised for North-South solidarity.

Divergences between EU-15 and EU-10

However, if even one person out of two believes in the importance of their government development aid, this average figure hides a dramatic divide between the EU-15 (55%) and the EU-10 (32%).

This poor perception of official aid in the NMS results from a combination of factors: (i) the relative weakness of ODA budgets;

(ii) the marginal place of poverty alleviation in external aid objectives; (iii) the widely shared feeling that their own development should have priority over any form of solidarity towards poorer countries in the South; and (iv) the weakness of DE and public awareness raising.



Klára Kadlecová, from the Prague-based Development Centre of the Institute of International Relations, recalled that "in most NMS, less than 1 € per person per year is spent on development education and awareness-raising, making it difficult to reach sustainable levels of public support for development co-operation."

László Vizi, Director General at the Hungarian Ministry of Foreign Affairs recalled that "public awareness is important because elections take place every four years" and it is therefore essential to secure public support. He shared his analysis with the floor: "a combination of five factors makes it difficult for the NMS to get on-board the fast moving train of EU development co-operation": (i) the lack of development issues at the negotiation table during the accession process; (ii) the late state of preparation; (iii) a limited institutional capacity to deal with development issues in general; (iv)

⁹ "The public of the EU has real expectations regarding European development policy. Most notably, 51% of those interviewed feel that Europe is the actor best placed to help Africa." IP/05/217, dated 25/02/05.

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the Maastricht criteria that need to be respected; (v) the long-term approach required by public awareness-raising.

This situation is compounded by the fact that, following enlargement and despite the will to overcome the East-West divide, significant socio-economic discrepancies exist between the 10 richest and the 10 poorest regions, representing respectively 186% and 36% of the average EU prosperity level. However, it is important to convince citizens that those gaps *can* and *will* be overcome, as the history of European construction has proved in the past.

Professor Geremek acknowledged that North-South relations largely depend on how to trigger a feeling of global solidarity, moving away from a philanthropic approach towards addressing the issues in political terms. If North-South solidarity has been negatively perceived so far, this might be due to the fact that we have failed to introduce the MDGs as a philosophical response to the adverse effects of globalisation.

Opening up the DE debate

Several speakers and participants highlighted the need to open the debates about DE and public awareness-raising to other circles, "beyond the same old crowd". This should lead to other stakeholders, such as representatives of the Ministry of Education and teachers' unions, being involved in the design and implementation of DE strategies.



Henny Helmich: "Let's open up the debate beyond the usual development circles!"

The administrator of the Council of African Communities in Europe suggested that representatives of foreign communities should also be encouraged to get involved in DE activities.

Several participants also highlighted the potential role of local actors, such as local authorities (municipalities, communes, regions) or parliamentarians, in relaying information on North-South solidarity.

Which target audiences and messages?

"Who are we targeting through DE initiatives?" participants asked.

Young people were mentioned as a potentially ideal target group, likely to be committed to North-South solidarity. A representative from the South suggested that the means of communication be adapted accordingly, using for instance comics or famous singers committed to the cause of international solidarity for development.

However, the representative of the Department for International

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Development (DFID), UK, referred to a survey that showed young people to be less concerned by issues of North-South solidarity, than the older generation of 40 years and above.



Christian Sundgren, Finnish MFA: "Messages should respond to citizens' day-to-day concerns."

A representative of the Finnish Ministry of development co-operation raised the point that most citizens - whether in the EU-15 or EU-10 - are preoccupied with their own social and economic concerns, such as the fear of losing their job because of industrial relocation to developing countries with low-labour costs. This may negatively influence their perception of North-South relations.

In the NMS, according to Professor Geremek, young people are already quite aware of their European

identity and well prepared to play the role of global solidarity ambassadors. The challenge rather lies in convincing their parents, the former generation.

Likewise, the Polish urban population has been quite receptive to the UNDP Campaign for MDGs, stating that "Poland is paradise for 1.2 billion people in the world". However this argument might be more difficult to accept in rural areas.

The messages therefore need to be adapted to the main concerns of the target groups they intend to reach.



Hegel Goutier, journalist: "Let's adopt more modern means of communication to reach the youth!"

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Opportunities to be further explored and developed

Solidarity: a mutual benefit

Citizens play an important role in pressurising policy makers to increase budgets and improve the overall coherence of their external policies so as to reduce poverty and North-South inequalities.

So how can citizens be better informed of the need for an ambitious development co-operation policy at EU level?

As Commissioner Louis Michel explained - although we do have a moral duty of commitment and solidarity, development aid is not purely altruistic. Solidarity has a close connection with our society's own prosperity and security and therefore meets our own interests. To the NMS citizens tempted to consider that poverty should be tackled first and foremost at national level, the Commissioner recalled the EU double-solidarity principle, applied both internally and internationally.

Referring to the generosity of NMS citizens towards the Tsunami victims in December 2004, the representative of the Hungarian MFA said DE should emphasise the link between humanitarian aid in emergency situations and long-term commitments. He emphasised that natural disasters mostly affect the poorer populations of the planet

because of their under-development.

He suggested that national policy-makers should appeal to companies and individuals' 'enlightened self-interest' by demonstrating that increasing ODA would strengthen the NMS economy.



Mousta Largo, a Belgian-Moroccan singer, highlighted the importance of artistic expression in public awareness raising on North-South solidarity.

Many participants referred to the MDGs as an ideal tool for mobilising public opinion, as they are consensual, measurable, realistic and timebound.

Tailor-made, grass-roots campaigns on the MDGs at national and local level are more effective than, say, a standard UN campaign, as they can take account of the cultural sensitivities and needs of the local audience.

Harnessing synergies

Establishing links between different sectors of civil society supporting North-South solidarity - such as the peace movement in Italy which was mobilised around the MDG campaign - is also an efficient way to build up solid constituencies, - suggested the UN Executive Director for the MDG campaign.

It is also essential to work with multipliers, both at national and

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local level – such as parliamentarians, local authorities, NGOs, churches, trade unions, the media and youth networks. The representative of the Council of African Communities in Europe also suggested giving the members of foreign communities a more prominent role in DE initiatives.

Acting locally for global solidarity

The importance of local actors in mobilising constituencies and budgets should not be underestimated: municipalities and communes play a key role in France's "decentralised co-operation"; city-twinnings are another example.



Johan van Hecke, MEP, on behalf of Luisa Morgantini: "Complementarities and synergies between democratically elected parliamentarians and civil society should be harnessed."

Parliamentarians, as democratically elected actors, need to be involved more systematically in the public debate about development co-operation. The Commissioner, for his part, insisted on visiting national parliaments in his tour of European capital cities in spring

2005. The Luxembourg Minister for Co-operation and Humanitarian Action also highlighted the importance of reporting regularly to parliamentarians in order to gain their support for North-South solidarity, whatever their political affiliation. The EP Development Committee President insisted on the complementarity between MEPs and civil society representatives.

With regards to the media, it was suggested that they be invited to reflect more in-depth about their role in conveying images about the South and in raising public awareness on the need for global solidarity, without falling into the traps of sensationalism or limiting their coverage to massive humanitarian crises. Conversely, DE actors should learn to cooperate better with the media, answering their expectations for lively information and establishing long-term, fruitful partnerships.

Securing sufficient means for DE

Commitment from the EC and EU Member States, both at a political and budgetary level, is clearly essential.

The need to develop a fresh strategy for DE and awareness raising on North-South solidarity, in the framework of the EU new financial perspectives and the new Development Policy Statement was emphasised.

Similarly, it was reiterated that each MS needs to develop inclusive strategies at national level, integrating DE in national curricula

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both at formal and non-formal education level and involving all development and education actors within the institutional framework - including the Ministry of Foreign Affairs or Development Co-operation, the Ministry of Education, teachers' unions, NGOs and their partners from the South, academics and researchers, members of foreign communities, etc.

Latvia was mentioned as an example of a country that has organised a national debate on DE and awareness-raising on North-South solidarity involving a wide variety of stakeholders.

Where no formal structure exists for the organisation, support and funding of DE, interministerial coordination should be strongly encouraged.

The need to develop professional, high quality DE methods and tools, was highlighted, as well as the need for appropriate monitoring and evaluation mechanisms.

In terms of budget, the CONCORD Chair of the DE Forum pointed out that the five EU countries that have already achieved the objective of

0.7% of their GNI dedicated to ODA - or that have committed to do so - are also those investing most in DE, accounting for over 50% of the EU budget for DE.



Rilli Lappalainen: "Putting together resources and capacities, we can change behaviours and finally win the fight against poverty."

Most participants agreed that a fixed percentage of ODA (ideally 3% as recommended by a UNDP report) be earmarked for DE and awareness-raising activities.

The Commissioner suggested that this share could be higher (up to 10%), provided that resources would be used efficiently, a move welcome by DE actors.

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Outlook

“If we manage to raise public awareness of the public opinion in the NMS, I believe that the targets set up by the EC of reaching this threshold of 0.7% as planned can be achieved”, Professor Geremek concluded on an optimistic note.

Some **immediate outcomes** materialised in the wake of the conference and **promising initiatives** were launched:

➤ Within official circles,

EU Directors- General for Development Co-operation took good note of the conference recommendations at their meeting of 2-3 June 2005.

The Task Force “Enlargement & Development”, coordinated by the EC, endorsed the conference recommendations at its meeting on 10 June 2005.

Besides, this Task Force has proposed that discussions take place at the level of CODEV, the working group within the EU Council in charge of development issues.

- The issue of Development Education was introduced in the new Development Policy Statement of the EC.
- A group of representative stakeholders is about to be established to ensure the follow-up of the conference and possibly organise further meetings and discussions.
- The Chair of the EP Development Committee has offered to draft in 2006 an own initiative report on “Public Awareness and Development Education for North-South Solidarity in the European Union”.



Stefano Manservigi, Director-General of the EC DG-Development concluded the conference debates by reiterating his support for the process and highlighting the recommendations, which he was prepared to implement.

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Annex I

Conference Recommendations

A. As part of an ongoing debate^[1], participants from national, European and international administrations, non-governmental organisations and other actors of civil society, together with members of different media, took part in a conference on public awareness and development education for North-South solidarity in Brussels on 19/20 May 2005.

B. The participants, meeting in both plenary and specific working group sessions, have drawn up the following recommendations. Further specific proposals and suggestions from different participants are outlined in the conference papers.

1. The renewed commitment by the European Union and the member states to increase ODA levels adequately for 2010 and the achievement by 2015 of the level of 0.7% by most, as advanced by the United Nations in 1970, should be welcomed and propagated as widely as possible throughout the Union. Effective development education and awareness raising are essential conditions to mobilise support to reach these targets.
2. Noting that the assistance provided is a question of finance, effectiveness and quality, as well as sustainable development, the Millennium Development Goals should be included as a major facet of public awareness and development education activities throughout the Union.
3. Comprehensive and coherent development education and awareness raising strategies should be designed or reviewed at both national and European levels. The relevant authorities should ensure that these strategies are fully integrated into their development and education policies. This will require close co-operation with NGOs and other relevant civil society organisations.
4. Awareness-raising and development education should be integrated into the curricula of the formal and informal educational systems throughout the current and future members of the Union. Such programmes, aimed at all levels and ages of society, are necessary to foster the greatest possible North-South solidarity.
5. National and European authorities should ensure there is adequate funding for development education and awareness-raising in their planning. It is proposed that the European Commission and Member states move towards or beyond a figure of 3% of ODA, as proposed in a UNDP Report. This increase in funding implies the necessary quality, efficiency and effectiveness of development education and awareness raising activities.
6. As part of the overall need to raise both quality and efficiency, best practices should be actively encouraged and supported, particularly

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between Member states but also internationally. Ongoing coordination and co-operation, learning from past experiences at the widest possible level, are therefore essential to ensure coherence and maximise effectiveness.

7. It should be stressed that both awareness-raising and development education are distinct from publicity and fundraising. Equally development education and awareness raising activities should be rooted in the realities of Northern societies and take into account the interdependency between North and South as well as the need for policy coherence in the North.
8. Assistance towards achieving effective development education and awareness-raising in new Member States should be provided. In order to enable new and future Member States to access EU funding for development education and awareness-raising, current thresholds on financial capacity requirements and eligibility criteria should be adapted in their favour.
9. Recognising that international development co-operation issues were not properly discussed in the course of the last accession rounds, further rounds should address it in a much more proactive way. In the case of the new Member States and acceding countries, ad hoc development education and awareness-raising activities should partly make up for the lost opportunities.
10. The contribution of national and local authorities, parliamentarians, NGOs and other civil society actors in North-South co-operation should be strengthened with a view to boosting capacity, awareness and commitment in the current and future Union, as well as outside.
11. Emphasis should be given to how, following natural or man-made catastrophes, there is a process of linking relief to provide initial stability, rehabilitation and development which should be on a sustainable and environmentally friendly basis.
12. A comprehensive press strategy for North-South solidarity should cover the broad range of existing media but focus on channels with the widest coverage where resources are limited. Development and humanitarian actors should make more efforts to provide useful, clear and appealing material and opportunities to journalists to enable them to offer independent and accurate information on North-South issues. The press has a fundamental role in preventing crises becoming forgotten both by governments and European civil society and should be recognised as a development actor.
13. Images and articles are best if they respect the dignity, beliefs and traditions of the peoples of the "South" in their presentation.
14. Monitoring and evaluation of humanitarian and development programmes must therefore cover not only the effect in the field but also the evolution of public perception in the North and the South of the progress accomplished. Building on existing experiences, increased

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efforts have to be made to improve monitoring and evaluation of development education and awareness raising activities in order to systematically enhance their overall relevance, efficiency and effectiveness.

15. It is proposed that the recommendations of this Conference, particularly those pertaining to the role and place of development education and awareness-raising, be integrated into the new EU Development Policy Statement before its adoption and coherently translated in other relevant policy processes and instruments.
16. A group of representative stakeholders be established, following this conference, in order to ensure the follow-up of the outcomes of this Conference throughout the current and future Union. This representative group should also be aware of the need for accountability - in the widest sense - and appropriate evaluation of what is a long-term process of improving North-South solidarity. It would then organise further meetings and discussions as appropriate. In this context, it particularly welcomes the offer of the Chairman of the Development Committee of the European Parliament to draw up a report on the matter.

C. While these recommendations are addressed above all to the representatives of the European Parliament, the European Council, the European Commission, as well as the national authorities at the conference, they are also directed to all members of society, individuals and organisations who are able to increase awareness of and strengthen North-South solidarity in all its aspects.

D. The participants note with pleasure that certain authorities are already actively pursuing these goals. The recent communication of the Commission to the Council and the organisation of this conference by the European Commission and the Belgian authorities are recent positive examples.

[1] See in particular Annex 1

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Conference Recommendations

ANNEX 1

Political commitments to development education and awareness-raising on North-South solidarity in the EU-25

In November 2001, the EU Ministers in charge of Development Co-operation adopted a **Council Resolution** "on development education and raising European public awareness of development co-operation".

This Resolution states that "given the global interdependence of our society, the raising of awareness by development education [...] contributes to strengthening the feeling of international solidarity, and also helps to create an environment which fosters the establishment of an intercultural society in Europe. Heightening awareness also contributes towards the changing of lifestyles in favor of a model of sustainable development for all. Lastly, raising awareness increases citizens' support for further efforts in the public funding of development co-operation."

The Resolution further "encourages the initiatives of the NGOs and European and national institutions aimed at raising awareness amongst the population of the candidate countries for accession to the EU of the importance of supporting international solidarity in the fight against world poverty, as well as promoting development education in general". "[It] calls on the Commission to reinforce its information and communication activities in order better to heighten the awareness of the public in the Member States, and in the Candidate Countries for accession, of European development co-operation policy."

Almost five years later, it is important to measure to what extent the recommendations made by this Resolution have been followed by concrete actions by the European Commission (EC) and the Member States (MS).

In November 2002, the Europe-wide Global Education Congress, held in Maastricht, has led representatives from governments, parliaments, local authorities and civil society organisations of Member States of the Council of Europe to commit themselves to increase support to Global Education, through the so-called "**Maastricht Declaration**". Measures agreed upon include, inter alia, the development (or strengthening) of national action plans for global education and increased funding, as well as the integration of global education into education systems at all levels.

In October 2003, the "**Palermo process**" -initiated by the revision of the NGOs co-financing budget line of the EC- has stressed the need for an "integrated approach to development", combining direct action in the South (development co-operation) with influencing attitudes and policies in the North (development education).

Since May 2004, the Community has opened its budget line 21-02-03 (Co-financing with NGOs) for public awareness actions in Europe about development problems in the developing countries to the NMS.

More recently, a **Eurobarometer** study, released in February 2005, reveals that in the EU-25 "public awareness of Commission activities in [the] field [of development

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co-operation] as well as Millennium Development Goals (MDGs) is limited". Four years after the adoption by the UN -including, thus, all EU-25 MS- of those MDGs aiming at halving extreme poverty by 2015, 88% EU citizens have never heard of them.

Therefore, the European Commissioner for Development and Humanitarian Aid, Louis Michel, has undertaken to "increase EU public awareness of our activities as well as of our Millennium Development Goals". He acknowledges that "European taxpayers have the right to know how their money is being spent, how we help the developing countries, how we are fighting poverty and infectious diseases and what we are doing to promote good governance, democracy and fundamental rights." He has recently initiated a tour of the capital cities, including many of the NMS, to explain his strategy, particularly in relation to the MDGs.

"Greater visibility" of the EU external action, including development and humanitarian aid, constitutes one of the major pillars of the new EC information and communication strategy. Development education and awareness-raising activities still have a long way to go to fully mobilize European public opinion on North-South issues, around the MDGs as well as around the more specific goals of EU development co-operation and humanitarian aid policies. Are all the necessary conditions gathered for a successful outcome: political commitment; public funding? Are all concerned actors involved? Are there effective aid policies that ensure credibility when building public support? Is there adequate understanding of how to build public constituencies for North-South Solidarity? Have those tasks become even more challenging with the recent EU enlargement? To what extent are the 'older' Member States facing similar challenges?

Annex II

Working Groups conclusions and recommendations

WORKSHOP A: The EU enlargement to 25 and more, a challenge for the political commitment to development education and awareness-raising on North-South solidarity

(Workshop A was the only working group specifically dedicated to the topic of the EU enlargement and the needs of the new Member States (NMS) in the field of development education and awareness on North-South solidarity. In the three remaining working groups, the enlargement perspective was a crosscutting issue.)

- 1) **Need for political commitment** of the national and EU authorities in the field of development awareness and education.
- 2) **Need for national strategies** on development awareness and education based on an inclusive consultation process involving the main stakeholders.
- 3) **More funds available** for the development awareness and education agenda, especially in the NMS.
- 4) **The quality** of development awareness and education activities was emphasised, as well as the need for **systematic evaluation** of the past and existing practice and comprehensive research in the area.
- 5) **Commitment to learn from the best practices** existing throughout the European Union, in both old and new Member States.
- 6) **Creation and/or enhancement of a positive climate for NGO activities** in the field of development awareness and education by both national and EU authorities.
- 7) **Opportunities for an effective capacity building process** in development awareness and education for all stakeholders, including decision-makers and government officials.
- 8) **Better access of the NMS development awareness and education NGOs to EU funds** by allowing more favourable financial and participation access criteria to the NMS implementing agencies on the European Commission side, at least temporarily.
- 9) **Need to consider development awareness and education in any development policy strategy or statement**, including the currently discussed EU Development Policy Statement.
- 10) **Need to learn from the previous rounds of the EU accession negotiations** (i.e. with the NMS and the recent accession countries) to introduce the issues of development co-operation and public awareness-raising in the next rounds of negotiations.
- 11) **Follow up of the conference recommendations** by the EC and the Member States.

WORKING GROUP B: Integration of Global and Development Education in education systems

- 1) **Lack of an institutional framework** for Development Education, as well as of partnerships with Ministries of Education.
- 2) **Need for more systematic co-operation between institutions concerned by development education**: Ministries of Foreign Affairs/Development Co-operation, Ministries of Education, and teachers' unions.
- 3) **Development of alliances** between schools, teachers, universities, but also museums and other pedagogical bodies.

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- 4) DE is crucial for policy changes in the North affecting the South.
- 5) Need not only for money but also for political will and commitment.
- 6) Need to set DE in a broader context, including sustainable development, environment, human rights, multiculturalism, to reach people committed to North-South issues.
- 7) Goal is to stimulate critical reflection from citizens thinking on their own.
- 8) Development Education is a long-term process, continuity is crucial.
- 9) Non-formal education is complementary to formal education since it is part of a life-long learning process.
- 10) Need not to blur lines between formal and non-formal education.
- 11) DE should be in touch with marginalised actors, development educators and activists.
- 12) DE in non-formal education should address the responsibility of the North in North-South relations.
- 13) The European Commission needs to be in touch with the civil society.

WORKING GROUP C: Media and Communication strategies

- 1) Meeting between journalists, NGOs and state organisations to raise awareness on North-South issues.
- 2) Need for a political commitment from the media authorities (e.g. BBC in Britain).
- 3) The media is one of the most cost effective ways of getting the solidarity message across. But the media environment is very competitive and we have to strive to offer interesting (especially field based) stories to the media.
- 4) Engaging with a wide range of different media.
- 5) Developing sustainable public relations strategies for NGOs and donors.
- 6) Reaching editors and 'gatekeepers' as well as journalists.
- 7) Providing more background information for journalists on development issues (more sources available especially from donors).
- 8) Introducing development policy studies in journalism faculties, or setting up trainings for journalists by development actors.
- 9) Importance of respecting independent journalism: it is not the role of development actors to try to control the media.
- 10) Distinguish between actions designed to raise funds and awareness raising.
- 11) Be more proactive.
- 12) Using a plain language that anybody can understand.
- 13) Encourage developing countries themselves to do more on awareness-raising in the North.
- 14) Importance of respecting the dignity of peoples of the South in our images and messages (see existing NGO Code of conduct completed in 1989, now being revised).
- 15) Need for monitoring, support and training mechanisms to ensure that the new code is used and implemented.

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WORKING GROUP D: Impact, quality and assessment

- 1) Need to consider evaluation, impact and quality as an integral part of the DE implementation process.
- 2) Need to define tools and criteria allowing to show the effectiveness and the relevance of DE.
- 3) Need to consider evaluation as a tool for improvement, not for sanction.
- 4) Need for humility: difficulties are huge, interpreting figures is hard, and linking directly causes to effects (establish a direct correlation between initiatives and their direct impact in terms of awareness raising) is complex.
- 5) Need for pragmatism: evaluating requires clear objectives and a common vocabulary (so that each one can adapt these tools and their results), as well as improved tools.
- 6) Need for coordination: exchanges of good practices, setting up common tools (database of evaluations and evaluators), common public opinion polls avoiding duplications.
- 7) Need for budgetary resources: evaluation requires funding.
- 8) Need for setting up national strategies in Member States where there is none yet, with room for inter-ministerial consultation.
- 9) Need for an interactive mechanism of "peer review".
- 10) Need to set up a group of actors involved in evaluation with a view to exchanging on good and bad practices.

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Annex III

Council Resolution approved on 8 November 2001

Development education and raising European public awareness of development cooperation

- "1. Welcoming the Presidency's discussion paper on development education.
2. Whereas, given the global interdependence of our society, the raising of awareness by development education and by information contributes to strengthening the feeling of international solidarity, and also helps to create an environment which fosters the establishment of an intercultural society in Europe. Heightening awareness also contributes towards the changing of lifestyles in favour of a model of sustainable development for all. Lastly, raising awareness increases citizens' support for further efforts in the public funding of development cooperation.
3. Recalling the basic criteria for operations to raise awareness of development issues, which include development education, as mentioned in the Regulation on co-financing with NGOs (Council Regulation No 1658/98).
4. Recalling point 44 of the joint statement by the Council and the Commission on EU development policy (Development Council, 10 November 2000).
5. Recognising the vital role of the Member States in development education, towards which some Member States are already making considerable efforts, and the role played by the Commission.

The Council

6. Wishes to encourage increased support for development education, and for the corresponding communication policy, by the Commission and the Member States through the establishment of closer links between the various sectors which may help promote development education in areas such as NGOs, schools, universities, adult education, training for trainers, audio-visual media, the press, collective organisations and youth movements.
7. Encourages the European Commission and the Member States to sustain their support for NGO development education initiatives and for initiatives taken by the national coordination centres of development NGOs.
8. Underscores the importance of the "fair trade" factor which is effective in development education. The Council considers that it would be worth studying, in consultation with the bodies concerned, the possibilities of promoting further the idea of fair trade.
9. Wishes to encourage the exchange of information and experience on development education between governments and civil society actors, as well as within those entities.

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10. Encourages the initiatives of the NGOs and European and national institutions aimed at raising awareness amongst the population of the candidate countries for accession to the EU of the importance of supporting international solidarity in the fight against world poverty, as well as promoting development education in general.
11. Calls on the Commission to reinforce its information and communication activities in order better to heighten the awareness of the public in the Member States, and in the candidate countries for accession, of European development cooperation policy.
12. Welcomes, on the one hand, the Council of Europe's development education work carried out by its North-South Centre which enables all Council of Europe Member States to be involved, including candidate countries for accession to the EU, and, on the other, welcomes the development education work conducted by the OECD.
13. Calls for an evaluation
 - (a) firstly of development education and the raising of European public awareness of development issues with regard to the implementation of the budget heading for NGO co-financing (B7-6000),
 - (b) secondly, with regard to the means of information on cooperation with the developing countries implemented by the Commission where heightening public awareness is concerned.

Such an evaluation should enable a further increase in the efficiency of these information and awareness-raising policies in the future.

14. Underlines the importance of conducting regular opinion polls among the citizens of the EU and of the candidate countries so as to gauge their understanding and support of development cooperation. Such a poll will allow the targeting of development education towards population groups in which the need is felt most, involving, if necessary, a review of the methodology and the defining of new synergies."

Further information on the conference, including working papers, external contributions and comprehensive working group reports, may be found on the following website: www.euforic.org/awareness-sensibilisation

This report was finalised on 15 July 2005.