

ODA LEARNING SERIES 2020

Webinar #4: Communication for Development

 Thursday, 17 September 2020, 11.00 - 12.00 Istanbul time

Register here for the webinar



“ SPEAKERS:



Felix Zimmermann

Felix Zimmermann coordinates the OECD Development Communication Network (DevCom), which helps organisations in the development sector improve their communication strategies and engage citizens for sustainable development and international solidarity. Since taking on the DevCom role in 2015, Felix has launched a peer-learning platform – the SDG Communicator – and led regular workshops on both what to say about development and how to say it. In 2020, DevCom will publish a new Toolkit for Sustainable Development Communicators.

Felix has 20 years of experience in brokering global dialogue and peer learning on foreign aid, development finance and education policy. He holds a Masters in International and European Law from the Free University of Brussels and completed his undergraduate studies at the University of Sydney and Humboldt University in Berlin.

Marte Lid

Marte Lid is a Senior Communications Advisor, with more than 20 years of professional experience as a campaign manager, communications practitioner and strategic communications advisor. She is also skilled in crisis management, politics and policy analysis.

In Norad, she works as a manager for the national SDG campaign for the Norwegian Government. She managed the highly successful The Enlightenment Trail that led to significant increase in Norwegians’ awareness about the SDGs.

Prior to joining Norad, she worked as a communications adviser for the Norwegian minister for International Development, in the Ministry of Foreign Affairs, and through that role, gained extensive experience in working with the UN and other partners on strategic communications efforts. In addition, Marte has managed production of media content, as well as planning and leading workshops and seminars with national and international participation. Marte has also worked in several NGOs like the Red Cross and Norwegian Peoples Aid, on large public campaigns and advocacy campaigns.

Marte holds a Master of Arts degree (M.A.) focused in International Environmental Communications from Macquarie University (Sydney, Australia), and a B.A. from the University of Oslo, Norway, in Social Anthropology.



“ ABOUT THE EVENT:

COVID-19 has clearly illustrated the interconnectedness of the world we live in; making a strong case for why international development cooperation is so important. This is especially critical while communicating to the taxpayers, when all countries face their domestic challenges further aggravated with the COVID-19 crisis. Three webinars of the ODA Learning Series 2020 are dedicated to exploring this topic; from perceptions of the domestic audience, to branding and messaging sustainable development communications to strategies and tools for effective communication.

Agenda:

- Development Communications Strategies for the post-COVID Era
- Group work
- Q&A and discussions

The weekly webinars of the ODA Learning Series 2020 are complemented by a virtual community of practice for development practitioners in Europe and Central Asia. Join the [Community on SparkBlue](#), submit your questions, contribute to the discussions and get updates on future events.

Register here for the webinar



The event will be recorded and uploaded on SparkBlue and shared with registered participants.