

XI UN Inter-Agency Round Table on Communication for Development

Convened by UNDP & The World Bank

Moving C4D up the International Development Agenda: Demonstrating Impact and Positioning Institutionally

Washington, DC — March 11-13, 2009

Black Auditorium — H Building

Wednesday, March 11			
8.30 – 9.00	Sign in & Breakfast		
Session one 9.00 – 9.45	Opening Session <i>Chair: Paul Mitchell, World Bank</i> <ul style="list-style-type: none"> ▪ Welcoming Remarks <ul style="list-style-type: none"> -- Peter Stephens, Director, Operational Communication – The World Bank (10') -- Geraldine Fraser-Moleketi, Director, Democratic Governance, UNDP (10') -- Abdul Waheed Khan, Assistant Director-General, Communication and Information, UNESCO (10') 		
Session two 9.45 – 10.30	Review of Progress since the Xth Roundtable <i>Chair: Paul Mitchell, World Bank</i> <ul style="list-style-type: none"> -- Venus Jennings, Programme Specialist, Media Capacity Building Section, Communication Development Division, UNESCO 		
10.30 – 10.45	Coffee break		
Session three 10.45 – 12.00	C4D in UN Agencies <i>Chair: Adam Rogers, UNDP</i> <ul style="list-style-type: none"> ▪ Presentation of C4D work in each agency, focusing on best practice in institutionalization and M&E (5' per agency) 		
Session four 12.00 – 1.00	M&E and Institutionalization in Partner Agencies <i>Chair: Riccardo del Castello, FAO</i> <ul style="list-style-type: none"> ▪ Brief presentation by invited guests from partner agencies: <ul style="list-style-type: none"> -- Kristin Olson, Advisor on Communication and Media for Development, Department for Methodologies and Effectiveness, SIDA (5') -- Steffen Beitz, Coordinator, Informal Network of DAC Development Communicators, OECD-DAC (5') -- Denise Gray-Felder, President/CEO, Communication for Social Change Consortium (5') ▪ Round Table Discussion (40') 		
1.00 – 2.30	Lunch		
Session five 2.30 – 3.00	Introduction to Theme 1: Monitoring and Evaluation <i>Chair: Geraldine Fraser-Moleketi</i> <ul style="list-style-type: none"> ▪ Presentation of background paper on Monitoring & Evaluation (Andrew Puddephatt, Global Partners - 15') ▪ Q&A (15') 		
Session six 3.00 – 3.30	Introduction to Theme 2: Institutionalizing C4D <i>Chair: Paul Mitchell, World Bank</i> <ul style="list-style-type: none"> ▪ Presentation of background paper on Institutionalizing C4D (Warren Feek, The Comm. Initiative - 15') ▪ Q&A (15') 		
3.30 – 3.45	Coffee break		
Session seven 3.50 – 5.20	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> Two Working Groups: Monitoring & Evaluation <i>Facilitators: UNDP, UNICEF</i> <ul style="list-style-type: none"> ▪ Situation analysis and key challenges </td> <td style="width: 50%; vertical-align: top;"> Two Working Groups: Institutionalizing C4D <i>Facilitators: World Bank, UNESCO</i> <ul style="list-style-type: none"> ▪ Situation analysis and key challenges </td> </tr> </table>	Two Working Groups: Monitoring & Evaluation <i>Facilitators: UNDP, UNICEF</i> <ul style="list-style-type: none"> ▪ Situation analysis and key challenges 	Two Working Groups: Institutionalizing C4D <i>Facilitators: World Bank, UNESCO</i> <ul style="list-style-type: none"> ▪ Situation analysis and key challenges
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Session eight 5.20 – 5.50	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> One Working Group: Monitoring & Evaluation <i>Facilitators: UNDP, UNICEF</i> <ul style="list-style-type: none"> ▪ Review of and agreement on key challenges for presentation on 2nd day </td> <td style="width: 50%; vertical-align: top;"> One Working Group: Institutionalizing C4D <i>Facilitators: World Bank, UNESCO</i> <ul style="list-style-type: none"> ▪ Review of and agreement on key challenges for presentation on 2nd day </td> </tr> </table>	One Working Group: Monitoring & Evaluation <i>Facilitators: UNDP, UNICEF</i> <ul style="list-style-type: none"> ▪ Review of and agreement on key challenges for presentation on 2nd day 	One Working Group: Institutionalizing C4D <i>Facilitators: World Bank, UNESCO</i> <ul style="list-style-type: none"> ▪ Review of and agreement on key challenges for presentation on 2nd day
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6:00 – 8:00	COCKTAIL RECEPTION <i>Private Dining Rooms – MC-C1 (Main Complex — Floor C1)</i>		

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Thursday, March 12			
8.30 – 9.00	Sign in & Breakfast		
Session one 9.00 – 9.15	Brief review of previous day and agenda for the 2nd day <i>Chair: Paul Mitchell, World Bank; Adam Rogers, UNDP</i>		
Session two 9.15 – 9.45	Plenary session: Presentation of Working Group on M&E <i>Chair: UNDP, UNICEF</i> <ul style="list-style-type: none"> ▪ Presentation of the key issues and challenges (10') ▪ Group discussion (20') 		
Session three 9.45 – 10.15	Plenary session: Presentation of Working Group on Institutionalizing C4D <i>Chair: World Bank, UNESCO</i> <ul style="list-style-type: none"> ▪ Presentation of the key issues and challenges (10') ▪ Group discussion (20') 		
10.15 – 10.30	Coffee Break		
Session four 10.30 – 12.00	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> Working Group: Monitoring & Evaluation <i>Facilitators: UNDP, UNICEF</i> <ul style="list-style-type: none"> ▪ Group discussion on Recommendations (60') ▪ Drafting of Recommendations/ Next steps (30') </td> <td style="width: 50%; vertical-align: top;"> Working Group: Institutionalizing C4D <i>Facilitators: World Bank, UNESCO</i> <ul style="list-style-type: none"> ▪ Group discussion on Recommendations (60') ▪ Drafting of Recommendations/ Next steps (30') </td> </tr> </table>	Working Group: Monitoring & Evaluation <i>Facilitators: UNDP, UNICEF</i> <ul style="list-style-type: none"> ▪ Group discussion on Recommendations (60') ▪ Drafting of Recommendations/ Next steps (30') 	Working Group: Institutionalizing C4D <i>Facilitators: World Bank, UNESCO</i> <ul style="list-style-type: none"> ▪ Group discussion on Recommendations (60') ▪ Drafting of Recommendations/ Next steps (30')
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12.00 – 1.30	Lunch		
Session five 1.30 – 3.00	Plenary session: Presentations by Working Groups <i>Chair: Sina Odugbemi, World Bank</i> <ul style="list-style-type: none"> ▪ Presentation of recommendations and next steps on Monitoring & Evaluation (10') ▪ Presentation of recommendations and next steps on Institutionalizing C4D (10') ▪ Reflections, comments and statements of interest by each participating agency on how to advance/promote C4D 		
Session six 3:00- 3:30	Conclusions <i>Chair: Sina Odugbemi, World Bank</i> <ul style="list-style-type: none"> -- Bjoern Foerde, Director, Oslo Governance Centre, UNDP (5') -- Paul Mitchell, Manager, Development Communication Division, World Bank (5') Closing Remarks <ul style="list-style-type: none"> -- Abdul Waheed Khan, Assistant Director-General, Communication and Information, UNESCO (15') <p align="center">———— CLOSE OF ROUNDTABLE ————</p>		

The following sessions are reserved for UN focal points only.

Session seven 4:00 - 5:30	Learning and Capacity Building in C4D <i>Chair: Rina Gill, UNICEF; Co-chairs: Adam Rogers, UNDP; Paolo Mefalopulos, WB</i> <ul style="list-style-type: none"> ▪ Presentation: History and Experiences of Training and Capacity Building on C4D <ul style="list-style-type: none"> -- Prof. Jan Servaes, University of Massachusetts — Amherst (15') ▪ Presentation of training proposal <ul style="list-style-type: none"> -- Rina Gill, UNICEF; Paolo Mefalopulos, World Bank; Adam Rogers, UNDP ▪ Discussion on the way forward
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Friday, March 13	
8.30 – 9.00	Sign in & Breakfast
Session one 9.00 – 10.00	Conclusions and Way Forward: Monitoring & Evaluation <i>Chair: Adam Rogers, UNDP</i> <ul style="list-style-type: none"> ▪ Review of conclusions and follow-up action plan (20') ▪ Discussion (40')
Session two 10.00 – 11.00	Conclusions and Way Forward: Institutionalizing C4D <i>Chair: Paul Mitchell, World Bank</i> <ul style="list-style-type: none"> ▪ Review of conclusions and follow-up action plan (20') ▪ Discussion (40')
11.00 – 11.15	Coffee break
Session three 11.15 – 12.40	Mechanisms for follow-up <i>Chair: Venus Jennings, UNESCO</i>
Session four 12.40 – 13.00	Closing Session <i>Chair: Venus Jennings, UNESCO</i> <ul style="list-style-type: none"> -- Abdul Waheed Khan, Assistant Director-General, Communication and Information, UNESCO (5') -- Bjoern Foerde, Director, Oslo Governance Centre, UNDP (5') -- Paul Mitchell, Manager, Development Communication Division, World Bank (5')