



10th Inter-Agency Round Table on Communication for Development

RECOMMENDATIONS

Participants (list attached) from the United Nations Secretariat, Specialized Agencies, Programmes and Funds, the World Bank and OECD/DAC, as well as academics, practitioners and other experts in the field of Communication for Development present at the 10th Inter-Agency Round Table on Communication for Development held in Addis Abba, Ethiopia, on 12-14 February 2007 on the theme:

Towards a Common UN System Approach for Harnessing Communication for Development to Achieve the Millennium Development Goals

Recognizing that the commitments encompassed in the eight Millennium Development Goals demand communication systems and processes that enable dialogue and allow communities to speak out, express their aspirations and concerns, and participate in the decisions that relate to their development;

Re-affirming that this underpins all definitions of Communication for Development, from United Nations General Assembly Resolution 51/172 of August 1996 to the Rome Consensus on Communication for Development, adopted in October 2006 by more than 700 participants at the World Congress on Communication for Development organized by the World Bank, the Food and Agriculture Organization and the Communication Initiative;

Deeply concerned about the lack of appreciation among many development institutions of the need to include Communication for Development principles and methodologies at all stages of the development process and to allocate resources for that purpose;

Noting the Secretary-General's High-Level Panel Report of 9 November 2006, entitled "Delivering as One", which stresses the "responsiveness to needs and delivery of results by the UN system, measured against the Millennium Development Goals";

Taking into consideration the Paris Declaration on Aid Effectiveness, of 2 March 2005, where principles of ownership, participation and accountability are central;

Recognizing the substantial work carried out by the UN and other bodies in the field of Communication for Development, and the rapidly growing body of practice that exists elsewhere, as elaborated upon in the UNESCO and UNDP background papers prepared for the 10th Round Table, attached in the annex;

Determined, in light of these important agreements, to expand existing inter-agency cooperation on Communication for Development;

Requests the Chief Executives Board of the United Nations System:

- a) to impress upon senior-level decision-makers of United Nations Specialized Agencies, Programmes and Funds the importance of prioritizing Communication for Development principles and methodologies in all programmatic areas, and the need to allocate human, technical and financial resources for this effort;
- b) to advise the heads of respective agencies, programmes and funds to integrate Communication for Development principles and methodologies into programme and project planning, execution, monitoring and evaluation; to ensure the incorporation of Communication for Development principles and methodologies, including needs assessments, into CCA/UNDAF guidelines, or equivalent exercises, so as to improve development results;
- c) to call upon the UN Resident Coordinator System to ensure greater coherence and coordination of Communication for Development at the country level, *and*
- d) to establish a formal inter-agency mechanism promoting and enhancing Communication for Development within the United Nations System.

Participants:

Appreciate UNESCO's initiative to organize the 10th Inter-Agency Round Table and request the Director-General of UNESCO to transmit these recommendations to the Chief Executives Board and to the UNDG for discussions and decisions;

Finally, Participants:

Agree to take forward these recommendations, through internal mechanisms, to respective heads of Organizations and commit themselves to implementing the relevant actions.

United Nations Conference Centre
Addis Ababa, Ethiopia

14 February 2007