

DFID's Approach to Information and Communication for Development

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Why Information and Communication?

- Acquisition and use of knowledge is critical to the development process;
- Access to information (e.g. free media) is a critical driver of change in poor policy environments;
- Improved content and participatory processes are important for increasing relevant service delivery and accountability, and enhancing the productive sectors;
- Participative and accountable policy making requires improved information;
- Improved communications is in many countries a pre-condition for economic growth

ICT to ICD

- Sectoral “silo” approach
- Wires and Boxes
- New development paradigm (conflict, PRSPs, participation, etc).
- invest in ICD, not as an end in itself but as a way to support MDGs
- ICD Team Mission

We will....

- improve the delivery of Government Policies (PRSPs, SWAPs etc.)
- engage with civil society and the private sector
- pioneer and learn from innovative approaches to pro-poor ICD
- gather synthesise and share evidence-based good practice in ICD
- encourage dialogue and action amongst new and existing networks to promote coherence, joint working and new partnerships

Engagement at International level

- International Fora (ICT Task Force, COAIM)
- Work with other bilateral donors to develop ICD/ICT policy (e.g. DANIDA)
- Encourage joint funding initiatives (FAO, WB, DFID collaboration; BDO- DGIS, SDC, CIDA; IFAD....)
- Representation at sectoral Working Groups (e.g. WHO Stop TB)
- Contribute to the development of International Protocols and Standards.

Examples of Collaborative Programme Interventions

- ICD for Rural Livelihoods
- CATIA
(Catalysing Access to ICT in Africa)
- BDO2
- Louder Voices

Practical Approaches

- Determine who should pay
- Ensure equitable access
- Promote local content
- Build on existing systems
- Build capacity
- Use realistic communication technologies
- Build knowledge partnerships

Key Issues

- Characteristics of pro-poor information and knowledge systems and information needs.
- Empower processes by ICD (e.g. democratization).
- Institutional, economic, infrastructural, skills-based constraints.
- Roles of public sector, private sector, civil society, media.
- Generic policy to improve rural and community-based networks and improve the contribution by communities to generic policy.
- Measurement of impact of improved information and communication systems (need to link to MDGs).
- New emerging ICTs that could improve the lives of the poor and links with traditional media

How do we do it?

- Better collaboration between us?
- Better collaboration in country?