



Does the message get through?

Development communications  
amidst global  
challenges and polarized  
discussion - comments

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## Key takeaways

- Evaluation report an important contribution - in many ways supports our own thinking and gives food for thought on how to improve.
- The most important thing: clear strategic objectives. Communication is a tool for achieving those objectives, but can not compensate for if those are missing.
- Resources: fact of the matter is, you get out what you put in. Communication should not be important only in speeches, but in resource allocation. Budget: 1,5-2 million -> 800 000 euro and number of staff 14->5. Proud of what my team has been able to achieve !

# Everything is important and more should be done



- Asked the evaluation team if they could put our different sectors of work in priority order. The answer was "we can't as everything you do is relevant and important."
- On one hand there is a recommendation to prioritise and focus on strategic communication, on the other hand, many of the recommendations, doing more with CSOs, increased international cooperation, training and supporting other units and staff, require time and human resources.

# Two success cases

## Kehitysyhteistyöllä Suomi hankkii ystäviä ja vaikutusvaltaa

Yhdysvallat ei jätä Etiopian kaltaisia valtioita Kiinan tai Venäjän etupiiriin, vaikka apua saavilla mailla olisi vaikeuksia tuomita Venäjän hyökkäys Ukrainaan.



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## Ulkoministeriö julkaisee kehitysapua kaunistelevan mainoksen – mutta onko poliittinen vaikuttaminen aivan vaalien kynnyksellä todellakin ministeriön tehtävä?

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**Thank you!**

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