

Development and Peace Foundation (SEF)
Workshop for Experts from the German *Länder*

Making Global Interdependences Visible –
A Core Development Policy Task for the German *Länder*

Senate Department for Economics, Technology and Research, Berlin
14-15 February 2012

Background and objectives

During 2011, three German federal states (*Länder*) – Berlin, Brandenburg and North Rhine-Westphalia – adopted new development policy guidelines, which were formulated in various consultation processes. As one outcome of these processes, the guidelines call for the diverse linkages and interactions between sustainability, international cooperation and development policy to be made visible and communicated more effectively in future. The stated aim of the new guidelines for Berlin, for example, is to mainstream globalised thinking in all sectors of society.

Starting in 2012, the next task is to translate these guidelines into practical action. In the majority of cases, this will be done not by the *Länder* themselves but by partners and stakeholders from civil society, business and academia. In view of the limited financial resources available for this field of activity, communication and awareness-raising among partners and the public at large have a crucial role to play in this context.

This is the background to the Workshop, which is designed to facilitate critical reflection and an exchange of experience between representatives of the German *Länder* and other selected experts on the strategies currently in place at *Land* level for communication on development issues. The main sessions of the Workshop will seek to identify new approaches for broad-impact awareness-raising about sustainable development and global interdependences, focusing particularly on content and communication pathways.

Underlying the debate is an age-old issue: what are the comparative advantages of development policy engagement by the German *Länder*? The Workshop will therefore start with an attempt to answer this question with reference to current international processes and discourses and their feedback effects at *Land* level (key words: aid effectiveness (Busan); the climate process; Rio+20; MDG follow-up projects; the global financial crisis). Berlin, Brandenburg and North Rhine-Westphalia will then open the second day of the Workshop with a review of the current status of their new development policy guidelines and will share their experience of their various consultation processes during the evolution of these guidelines.

Tuesday, 14 February 2012

18.00 hrs Welcome

18.15 hrs **Session I**
Current international processes and discourses with significance for the development and sustainability policies of the German *Länder*

Inputs

Dr Thomas Fues

German Development Institute (DIE), Bonn

Klaus Brückner

Head of the GIZ representation in Berlin

19.00 hrs Discussion

20.00 hrs Dinner and informal get-together

Wednesday, 15 February 2012

09.00 hrs **Session II**

Short presentation on the evolution and current status of the new development policy guidelines of Berlin, Brandenburg and North Rhine-Westphalia

09.45 hrs Exchange of experience and comparative discussion of the guidelines

10.30 hrs Coffee break

11.00 hrs **Session III**
**Pitfalls in Communicating Development Policy Issues:
A Critical Self-Analysis**

Lead-in questions:

- Overall, how effective was communication on development policy issues in Germany over recent decades? Which trends can be identified?
- Is the content of the messages (still) in line with current mainstream thinking on development policy approaches? In particular, does it make visible the close linkage between sustainability and development policy?
- What were the intended and unintended consequences of the communications strategies pursued to date?
- Which specific role do the German *Länder* have to play in communicating development policy issues?

Input

Martin Kirk

Head of UK Campaigns, Oxfam UK

Dr Kambiz Ghawami

Executive Chairman of the German Committee, World University Service,
Berlin

Chair of Session III

Dr Cornelia Ulbert

Executive Director

Institute for Development and Peace (INEF)

University of Duisburg-Essen

12.30 hrs

Lunch

13.30 hrs

Session IV

Making complex linkages visible – initiating action

Input

Dr Frank Capellan

Deutschlandradio, Berlin

15.00 hrs

Coffee

15.15 hrs

Session V

The journey is its own reward:

Old and new communication pathways under review

Professor Christoph Bieber

Professor for Ethics in Policy Management and Society

University Duisburg-Essen

16.45 hrs

Closing remarks

Working language for Sessions I, II, IV and V: German

Working language for Session III: English