

# Civil society voices for **Better Aid**

## **National Advocacy and Media toolkit for CSOs**

Please find the CSO Key Asks national advocacy and media plan for use in the run up to and during the Busan Civil Society Forum (26 - 28 November 2011) and the Fourth High Level Forum on Aid Effectiveness - HLF4 (29 November – 1 December 2011) in Busan, South Korea. This is intended to support national advocacy and media activities, which can be conducted by the CSO Key Asks signatories and other concerned civil society organizations (CSOs) at the national level.

The toolkit has a number of templates that can be used and adapted according to national activities. Attached to this toolkit is the BetterAid Logo in JPEG format, which should be used on all communications with the media.

If you have any questions, comments or need any further information, please contact the CSO communications support team below:

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# Civil society voices for **Better Aid**

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For civil society organizations (CSOs), HLF4 is a particularly significant milestone as it marks the first time that civil society organisations will participate as a full and equal stakeholder in aid effectiveness negotiations alongside governments and donors.

It is thus a unique opportunity to influence development cooperation from the point of view of people's organizations as embodied in the consolidated [CSO Key Messages and Proposals](#) for HLF4:

Given the current financial crisis facing governments, donors and citizens, as well as the increasing levels of poverty and inequality, conflict and fragility around the world, there has never been a more important time in history to work to improve the effectiveness of aid delivery and development activities.

Civil society representing the very people that development efforts are meant to support brings its unique and important perspective in this debate.

## **I. Introduction**

### **1. Objectives**

The objectives of this media toolkit are to:

- Attract and focus media attention to effectively communicate the CSO perspective on aid and development effectiveness and reaction to the meeting outcomes to the widest audience possible.
- Support the lobby initiatives of CSOs with governments and official representatives on the Draft Outcome Document at the HLF4.
- And finally, to obtain concrete, measurable commitments from the decision-makers attending the HLF4.

### **2. Defining Target Audience**

- Your national constituency and general population (local/national media work)
- Participants at the CSO Forum and the HLF4
- International CSOs
- Leaders of governments and institutional representatives (OECD, UN, World Bank, WTO)
- International/regional media (if you are planning on targeting international media agencies, please get in touch with the BetterAid media representatives to ensure that we can coordinate our approaches)

### **3. General lobby messages at the national level**

- Fully evaluate and deepen existing aid effectiveness commitments (Paris Declaration and Accra Agenda for Action)
- Commit to a human rights based approach to development and development cooperation with gender equality, quality work and environmental sustainability at the centre
- Affirm and ensure the participation of the full diversity of CSOs as independent development actors in their own right: Endorse the Istanbul Principles and acknowledge the Open Forum's International Framework on CSO Development Effectiveness to put these Principles into practice
- Initiate fundamental reforms for fairer aid governance

### **4. Core media messages**

- Civil society organizations (CSOs) have historically been serving and representing people in a variety of unique and important roles. HLF4 is the first in the series of these high level events where civil society will take part as full and equal stakeholder in negotiations alongside governments and donors.
- Through the collectively agreed CSO Key Messages and Proposals, civil society has mobilized on a global level to articulate the criteria for effective aid and development from the perspective of people organizations.

Attached you will find four media messages for each of the CSO Key Messages and Proposals:

- **No more missed targets**
- **Focus on the problem: the shift from making aid work to making development work**

- **Regulations straightjackets: letting the people have a say**
- **Traditional development cooperation: Putting a stop to David and Goliath syndrome**

## **II. Templates & helpful guidelines, the lead up to HLF4**

This section proposes templates for opinion pieces in the print media, in the form of Open Editorials (“op-eds”) or ‘Letters to Editors’, as well as general media releases. It also includes some helpful suggestions.

### **1. Guidance for open editorials (“op-eds”) and outreach to local media**

A few things to keep in mind:

- Editors print letters and opeds written by people who they have relationships with. Get to know the editor of your local and national papers – make the effort to find out exactly which section of the paper your piece would be most suitable for, the name of the editor of that section, and send your piece to their individual email account. The Comments section is always a good place to start.
- Papers like to print voices and opinions, not general press releases. Make sure the letter/oped is signed by an individual, with their institutional affiliation underneath. Try to include some local issues in your piece, making the aid and development effectiveness debate newsworthy for your community.
- Know your local deadlines. Call ahead and find out when local papers will need you to submit your piece, to include it for the relevant edition of their publication. And make sure you stick to it.
- Give concise, succinct quotes from your spokesperson that is to-the-point. Include these clearly in your media releases.
- Lots of people – especially those who are the targeted beneficiaries of aid programmes – listen to the radio. Getting letters and op-eds in print is great, but local radio stations should also be a priority. Do especially think about targeting discussion programmes, where listeners can call in, and you can get a real debate going around the issues.
- Keep the language simple. CSOs and the “development community” use lots of acronyms and context-specific terms which intimidate even the most seasoned of journalists. If you really feel the need to use an acronym, explain what it is. Better yet, write your op-ed as if you are explaining the issues to a friend from a completely different line of work.

### **2. Op-ed/Letter to editor – [template]**

*This “letter to the editor” can be used as a template to send a letter to the editor of your national or local papers to inform them of the CSO participation at the HLF4 and voice some of your key concerns around aid and development effectiveness. It can also be turned into an opinion piece for the Comments section of a paper.*

*Please do change what you feel needs to be changed – and put it into your own words where you feel you would like to. Most papers will not print anything more than 800 words, so stay within that limit as the very maximum for op-eds, if you have discussed it with the editor. If not, keep it even shorter – certainly no longer than 500 words. It will maximise the chances of your piece being printed.*

Address

\*\* November 2011

Dear Sir/Madam,

**[include a relevant local example of an aid/development effectiveness issue here]<sup>1</sup>**

At the end of November, some 2000 representatives of donors, developing country governments and civil society organisations will gather in Busan, South Korea, for the OECD-DAC (Development Assistance Committee)'s 4th High Level Forum on Aid Effectiveness (HLF4). Just prior to the HLF4, a civil society forum on aid and development effectiveness will bring together some 500 Civil Society Organizations from around the world including representatives from [ your country], to discuss and finalise their recommendations for official delegates at HLF4.

The interest in aid effectiveness is timely<sup>2</sup>. With all the attention the Paris Declaration and the Accra Agenda for Action have received, it is easy to lose sight of a simple point – that the purpose of aid effectiveness is individual households escaping impoverishment, and people realising concrete changes in their lives. This approach of looking beyond aid effectiveness at the real causes and results of poverty and inequality has been referred to as Development Effectiveness.

We know from our own personal experiences, from the facts of chronic impoverishment, millions of people still not able to read, women still dying from childbirth, and increasing inequality, prove that the aid process, as it exists today, is not working. Responsibility applies to all of us – governments, donors and civil society alike. So we celebrate attention to aid and even more so development effectiveness, because implicit in it is the recognition that things are not well, and that we must get them right.

The problem with donors and governments is that they seem to have lost sight of the purpose of aid – so that countless months are spent drawing up assistance strategies and performance matrices which measure the extent to which aid is harmonised or the percentage which is provided in the form of budget support, as if these in themselves were the goals of development.

The Paris Declaration and the Accra Agenda for Action propose a set of management tools. But what they seek to take on and solve has its roots in something far more fundamental and ambitious. For many of us this would be ordinary people having the ways and means, the options, to live a good life, to get the basic services they need, to secure livelihoods, to have voice and to have their rights respected.

We have high expectations of the donors and government officials who will gather in Busan in November. The 4<sup>th</sup> High Level Forum provides a unique opportunity to set in motion ambitious actions for meaningful development cooperation reforms. The civil society organisations gathering there will be pushing for real aid reform, measures for development effectiveness that give opportunity to citizens of developing countries to reclaim their democratic mandate to control their future.

We would like to see... **[insert national policy asks here]**

After all, the point of aid effectiveness is not aid efficiency or donor harmonisation, but development.

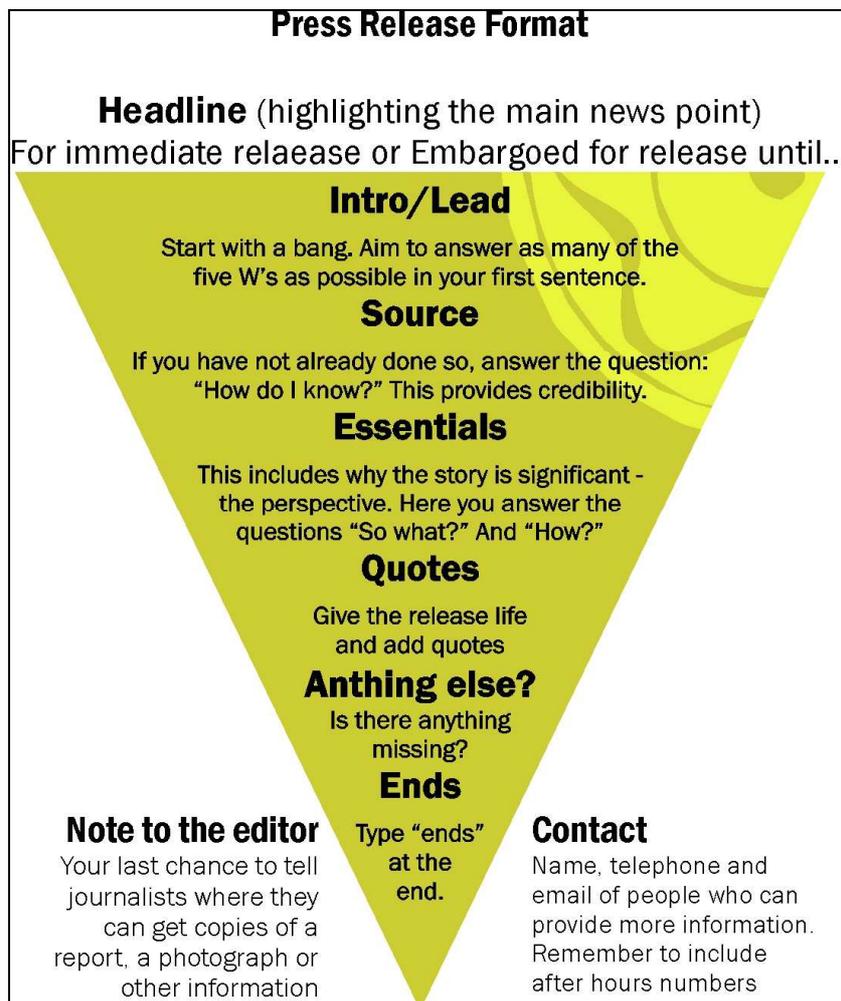
Signed,

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<sup>1</sup> For example: "Our government wants to develop our national transport infrastructure, and it appears that many foreign donors have been keen to help us fund the building of new roads and railway lines. But in many districts where we work, we see roads being built without any consultation with the local community – roads that are being built from the local mine to the nearest port, but that do not help the villagers access health or education services. The people who live in the district have not been involved in the process, and have no idea what will happen to the roads when the mine becomes disused, or how they will be maintained. We need more local ownership of the aid process. We need aid that targets the poor and marginalised more effectively."

<sup>2</sup> Taken from *Reviewing Paris: Rough Notes on CSOs and Aid Effectiveness*, Rakesh Rajani, East Africa Citizen Agency & Public Accountability Initiative, 6 June 2008

### 3. Media releases format



### 4. Media releases (Announcing the HLF4 and the CSO Forum) [template]

*[insert your logo] [insert the BetterAid logo]*

*[insert location, date, 2011]:*

The [Fourth High Level Forum on Aid Effectiveness](#) (HLF4) in Busan, 29 November to 1 December 2011, is a crucial point in multilateral negotiations on international aid and development cooperation which started at the first High level Forum in Rome back in 2003.

This important event will take stock of the progress made in delivering aid and furthering development activities across the globe, and to make collective plans for the future of aid and development for all stakeholders.

HLF4 will gather over 2000 senior representatives of governments, civil society, and the private sector from both developing and donor countries.

Civil society representing the very people that development efforts are meant to support brings its unique and important perspective in this debate.

Civil Society Organisations will be gathering in a CSO Forum hosted by Kofid in Korea. United, they are calling upon all development actors to achieve a bold forward-looking outcome at the Fourth High Level Forum on Aid Effectiveness in Busan. Substantial progress in four inter-dependent areas of reform is essential for a meaningful and ambitious *Busan Compact on Development Effectiveness*:

- Fully evaluate and deepen existing aid effectiveness commitments (Paris Declaration and Accra Agenda for Action)
- Commit to a human rights based approach to development and development cooperation with gender equality, quality work and environmental sustainability at the centre
- Affirm and ensure the participation of the full diversity of CSOs as independent development actors in their own right: Endorse the Istanbul Principles and acknowledge the Open Forum's International Framework on CSO Development Effectiveness to put these Principles into practice
- Initiate fundamental reforms for fairer aid governance

*[Insert local spokesperson details], said: [insert national policy asks here in a succinct quote]*

*[Insert clear contact details here of your press contact, including email address and mobile phone number]*

*[Note to the editor]*

#### **BetterAid**

[BetterAid](#) unites nearly one thousand development organizations from civil society worldwide, and has been working on development cooperation and challenging the aid effectiveness agenda since January 2007. BetterAid is leading many of the civil society activities including in-country consultations, studies and monitoring, in the lead up to the Fourth High Level Forum on Aid Effectiveness in Busan in November/December 2011.

### **III. General descriptions of BetterAid, Open Forum and HLF4**

#### **1. BetterAid, Open Forum and HLF4**

#### **BetterAid**

[BetterAid](#) unites nearly one thousand development organizations from civil society worldwide, and has been working on development cooperation and challenging the aid effectiveness agenda since January 2007. BetterAid is leading many of the civil society activities including in-country consultations, studies and monitoring, in the lead up to the Fourth High Level Forum on Aid Effectiveness in Busan in November/December 2011.

#### **Open Forum for CSO Development Effectiveness**

[Open Forum for CSO Development Effectiveness](#) is a global, fully participatory consultation process run by and for Civil Society Organizations (CSOs) to build an international CSO consensus on common development effectiveness standards and enabling conditions required from governments and donors. The outcome International Framework for CSO Development Effectiveness is an integral part of the CSO Key Asks for the 4th High Level Forum on Aid Effectiveness (Ask C of the CSO key asks addresses this issue) and a distinct long-term reference for the development work of CSOs worldwide.

#### **HLF4**

The [Fourth High Level Forum on Aid Effectiveness](#) (HLF4) in Busan, 29 November to 1 December 2011, is a crucial point in multilateral negotiations on international aid and development cooperation which started at the first High level Forum in Rome back in 2003.

This important event will take stock of the progress made in delivering aid and furthering development activities across the globe, and to make collective plans for the future of aid and development for all stakeholders.

HLF4 will gather over 2000 senior representatives of governments, civil society, and the private sector from both developing and donor countries to:

- Assess global progress in improving the quality of aid against the commitments agreed at the previous High Level Forums, especially in Paris and Accra
- Review global progress in improving the impact and value for money of development aid
- Share global experiences in delivering best results
- Agree on a Busan Outcome Document to further enhance efforts globally and within countries to make aid more effective in reducing poverty and achieving the Millennium Development Goals

### Civil Society Asks to HLF4

CSOs are calling upon all development actors to achieve a bold forward-looking outcome at the [Fourth High Level Forum on Aid Effectiveness](#) in Busan. Substantial progress in four inter-dependent areas of reform is essential for a meaningful and ambitious *Busan Compact on Development Effectiveness*. These four areas are explained in more detail in the collective CSO Statement: **CSOs on the Road to Busan: Key Messages and Proposals**. More at: [www.betteraid.org](http://www.betteraid.org).

## 2. Media team in Busan and contacts

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## 3. Websites and Social Media

### BetterAid

[www.facebook.com/betteraid](http://www.facebook.com/betteraid)

[www.twitter.com/betteraid](http://www.twitter.com/betteraid)

[www.betteraid.org/hlf4](http://www.betteraid.org/hlf4)

[www.betteraid.org/blog](http://www.betteraid.org/blog)

### BetterAid blog

If you are not already registered as an author and you think you will post a blog or two either at Busan or beforehand, please send an email to **Clare Birkett** at [cbirkett@eurodad.org](mailto:cbirkett@eurodad.org) or ask her to register

you. She will do so, and then send you the login and password so that you are ready to go. If you don't want to blog in your own name, you can of course sign up under an alias.

*Please ensure that you maintain a record of all media exposure you receive (i.e. Press clippings, pictures, if possible recordings of television and radio interviews, URLs for blog posts, articles where your organisation is mentioned in relation to the aid/development effectiveness discussion).*

*We will attempt to upload as many of these as possible to the BetterAid website and it will also be useful to keep a record of our media profile during the events in Busan.*

#### **IV. Annex - Core media messages for each of the CSO Key asks**

- No more missed targets
- Focus on the problem: the shift from making aid work to making development work
- Regulations straightjackets: letting the people have a say
- Traditional development cooperation: Putting a stop to David and Goliath syndrome

## NO MORE MISSED TARGETS



Donors have made less effort and less progress than developing countries in implementing aid effectiveness commitments since 2005, even though the commitments demanded less from donors. The upcoming HLF4 is the time to really commit development actors to keeping to their existing commitments and also deepening these commitments to ensure that keeping to them really does help to eradicate poverty and inequality.

While developing country progress was praised as ‘significant’ in a recent OECD report<sup>3</sup>, OECD countries, which currently provide the lion's share of development aid (\$120 billion of aid annually), have made disappointing progress in making this significant sum work to address poverty and inequality.

Little progress has been made on donors untying their aid, getting information on aid flows, and in donors delivering promised aid, and donors have only met 1 of the 9 global targets that they are primarily responsible for meeting. Furthermore, donors are perceived as ‘bottlenecks’ that stop developing countries making even better progress. Adding to the OECD evaluation, the Reality of Aid 2011 Report, a civil society perspective on progress since Paris, found that: a) a lack of ownership is evident from the existence of few fully inclusive multi-stakeholder bodies; b) the enabling environment for CSOs (as promised in Accra) is limited, as spaces for CSOs as development actors are closing rapidly; and c) there is limited accountability through a restricted environment by governments and donors.

Moving forward requires a bold and ambitious approach to development. It means moving on, from aid towards holistic development effectiveness. Such an approach requires to fundamentally deepening the Paris and Accra commitments through democratic ownership, where peoples’ voices form the core to aid and development effectiveness reform. Moreover, transparency and accountability need to be implemented fully to strengthen good governance. This needs clear and inclusive accountability frameworks and the highest standards of openness and transparency by all aid actors.

Deepening existing commitments is an integral part of the [CSO Key Messages and Proposals](#) for 4<sup>th</sup> [High Level Forum on Aid Effectiveness \(HLF4\)](#) – the first in the series of these high level events where civil society will take full and equal part in negotiations alongside governments and donors.

The CSO Key Messages are:

- A. Fully evaluate and deepen the Paris and Accra commitments;
- B. Strengthen development effectiveness through practices based on human rights standards;
- C. Affirm and ensure the participation of the full diversity of CSOs as independent development actors in their own right
- D. Promote equitable and just development cooperation architecture

Through point A of its collective demands, civil society is therefore actively advocating for a global focus on reaffirming and deepening existing aid effectiveness commitments.

### [SIGN ON TO THE CSO KEY MESSAGES AND PROPOSALS](#)

Add your voice to the [ONLINE PETITION](#) for better aid policy and practice

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#### Contact

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<sup>3</sup> Evaluation of the Implementation of the Paris Declaration:  
[http://www.oecd.org/document/60/0,3746,en\\_21571361\\_34047972\\_38242748\\_1\\_1\\_1\\_1,00.html](http://www.oecd.org/document/60/0,3746,en_21571361_34047972_38242748_1_1_1_1,00.html)

## FOCUS ON THE PROBLEM: THE SHIFT FROM MAKING AID WORK TO MAKING DEVELOPMENT WORK



*“Aid is like a band aid - it’s a patchwork solution to a structural problem. This time we need to talk about the structural roots of poverty. If we do get to resolve these issues, then there is no need for aid at all.”*

- Tetet Lauron, Asia-Pacific Research Network

*“We no longer talk about poverty reduction but about wealth creation”*

- Bright Muwador, All Africa Conference of Churches

*“In so far as we continue using the current mechanical frameworks to deliver aid and resources, it is going to be very difficult to have a meaningful change”*

- Meja Vitalice, Reality of Aid Africa

For years, the international aid discourse has been concerned with flows of funds and direct results of financed programs. The OECD High Level Forums on Aid Effectiveness looked first at harmonization of donor requirements (2003 in Rome), and then at the mechanisms of aid delivery (2005 in Paris).

**Today, the quantity of aid is flowing to developing parts of the world even more than before – and yet the levels of poverty and inequality persist in many parts of the world.**

At the 2008 High Level Forum on Aid Effectiveness, civil society organizations (CSOs) were for the first time tasked to define their own perspective on how to make a difference in the lives of people they serve. Since then, following three years of consultations with thousands of civil society organizations worldwide, the concept of Development Effectiveness emerged as a central one.

**DEVELOPMENT EFFECTIVENESS links the impact of aid to social equality, democratic participation, preservation of local environment and the fulfillment of human rights. It is a holistic view which takes into account not just the effects of poverty and inequality but also its root causes.**

In the run up to the [4<sup>th</sup> High Level Forum on Aid Effectiveness \(HLF4\)](#), the concept of Development Effectiveness is gaining momentum. This is most evident from the increasing reference by development actors including the OECD.

For civil society, the shift to Development Effectiveness is an integral part of the [CSO Key Messages and Proposals](#) for the HLF4 – the first in the series of these high level events where civil society will take full and equal part in negotiations alongside governments and donors. CSOs demand:

- A. Fully evaluate and deepen the Paris and Accra commitments
- B. Strengthen development effectiveness through practices based on human rights standards**
- C. Affirm and ensure the participation of the full diversity of CSOs as independent development actors in their own right
- D. Promote equitable and just development cooperation architecture

Through point B of its collective demands, civil society is actively advocating for a global focus on long-term development effectiveness as opposed to the narrow and technical approach which has dominated the development debate until now.

**[SIGN ON TO THE CSO KEY MESSAGES AND PROPOSALS](#)**

Add your voice to the [ONLINE PETITION](#) for better aid policy and practice

Contact: Clare Birkett - [cbirkett@eurodad.org](mailto:cbirkett@eurodad.org) - Olga Kozhaeva - [info@cso-effectiveness.org](mailto:info@cso-effectiveness.org)  
[www.betteraid.org](http://www.betteraid.org)

## REGULATION STRAIGHTJACKETS: LETTING THE PEOPLE HAVE A SAY



*"People play a strong role in the development of their country and have the right and the duty to participate"*

- **Aung San Suu Kyi, Nobel Peace Prize laureate, video address to civil society**

For years, development cooperation was dominated by donor and developing country governments. It all changed in 2008 with the [Accra Agenda for Action](#), when organized civil society advocacy brought about the recognition of civil society as a development actor in its own right.

Indeed, civil society organizations (CSOs) have historically been serving people in a variety of unique and important roles. The recent uprising in the Middle East is an illustration of how civil society representation can voice the concerns of a population and act for poverty and inequality eradication and human rights.

Importantly, the [Accra Agenda for Action](#) committed governments to provide favorable conditions for civil society organizations (CSOs) to conduct their work – what is referred to as an ENABLING ENVIRONMENT.

**Despite this commitment, however, enabling environment trends in recent years have been in fact reversed, with numerous reports speaking of an actual CRACKDOWN ON CIVIL SOCIETY.**

Government restrictive measures include:

Administrative Obstacles • Barriers to Entry • Stringent Requirements for Registration • Arbitrary Dissolution of NGOs • Strict State Oversight • Creation of Government-Patronized NGOs • Freezing of funding • Persecution and arrest

These challenges have a fundamental impact on CSOs' ability to support the most marginalized and vulnerable, creating the collateral damage of denying the support to those most in need.

This is why the [CSO Key Messages and Proposals](#) for the [4<sup>th</sup> High Level Forum on Aid Effectiveness](#) call for the affirmation and guarantee of CSO participation in development:

- A. Fully evaluate and deepen the Paris and Accra commitments;
- B. Strengthen development effectiveness through practices based on human rights standards;
- C. Affirm and ensure the participation of the full diversity of CSOs as independent development actors in their own right**
- D. Promote equitable and just development cooperation architecture

HLF4 is the **first in the series of these high level events where civil society will take part as full and equal stakeholder in negotiations** alongside governments and donors. Specifically through point C of their collective demands, civil society has mobilized on a global level to articulate the basic conditions needed to fulfill their unique and important role in development.

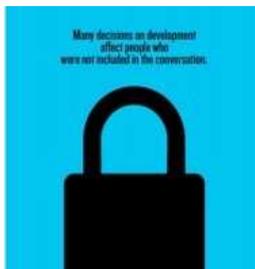
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## Traditional development cooperation: Putting a stop to David and Goliath syndrome



International solidarity and institutions have a crucial role to play in ultimately getting food into the mouths of the hungry and helping to build a healthy population. However, current systems and institutions of global governance and international cooperation have failed to meet past commitments and deal effectively with the major development challenges confronting the world. This is evident in terms of the mixed progress seen to achieve the IADGs<sup>4</sup> and to implement crucial obligations on aid effectiveness made by governments in the Paris Declaration (2005) and the Accra Agenda for Action (2008).

BetterAid calls for fundamental, conceptual and systemic changes of the international development cooperation and global governance system. This would be based on a new approach that focuses on development effectiveness, social justice and human rights — rather than aid effectiveness and economic growth, which today's multiple crisis so clearly shows to have failed.

It must be pursued through governance that is inclusive, rights-based and democratic. Moreover, the new framework should respect people, and promote sovereignty. At the core of this new development cooperation architecture must be a multilateral and multi-stakeholder body that ensures the representation of all development actors.

Furthermore, Official Development Assistance (ODA) accounts for just 0.2% of global Gross Domestic Product (GDP) - If the IADGs are to be achieved, the other 99.8% of global economic activity also needs to contribute to making development work.<sup>3</sup> This means policy coherence that includes changes not just to aid policies, but also to the governing structures for international trade, financial markets, foreign direct investment and debt.

For example, serious power imbalances still afflict negotiations around international aid, trade, debt settlement, financing, and investment regimes – with developing countries denied the policy space to chart their own development process, generate domestic resources and use those resources to respond to their citizen demands.

A major challenge is the internal governance of existing intergovernmental organizations (IGOs), especially the International Monetary Fund (IMF), the Financial Stability Board (FSB), the World Bank (WB) and the World Trade Organization (WTO). The space and voice of developing countries in these bodies needs to be enhanced along with transparency, democracy and consultation in their decision-making processes.

In the run up to [4th High Level Forum on Aid Effectiveness \(HLF4\)](#), civil society's ask for fairer governance on aid and development issues, is an integral part of the [CSO Key Messages and Proposals](#) for HLF4 – the first in the series of these high level events where civil society will take full and equal part in negotiations alongside governments and donors:

- A. Fully evaluate and deepen the Paris and Accra commitments;
- B. Strengthen development effectiveness through practices based on human rights standards;
- C. Affirm and ensure the participation of the full diversity of CSOs as independent development actors in their own right
- D. Promote equitable and just development cooperation architecture

Through point D of its collective demands, civil society is therefore actively advocating for a global governance structure that actually puts the people most affected by policies and decisions in the driver's seat.

**[SIGN ON TO THE CSO KEY MESSAGES AND PROPOSALS](#)** - Add your voice to the **[ONLINE PETITION](#)** for better aid policy and practice

**Contact**

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[www.betteraid.org](http://www.betteraid.org)

<sup>4</sup> Internationally Agreed Development Goals