INTRODUCTION

The Building Support for International Development study provides a roadmap to the development community for connecting more meaningfully with key constituencies in donor-country discussions about international development policy issues and priorities. The study, launched by InterMedia in 2011 with support from the Bill & Melinda Gates Foundation, included qualitative and quantitative research with three key target groups:

INTERESTED CITIZENS
Members of the public who are predisposed to engagement with international development issues, based on their self-reported interest in global health and international development issues, and their previous participation in activities in support of development causes (such as donating, volunteering, writing to a public officials, etc).

INFLUENTIALS
Citizens with the potential to influence decisions by governmental officials on development policies.

GOVERNMENT DECISION-MAKERS
Elected and appointed officials who are engaged in forming and implementing national policies on international development and global health.

The Building Support study covers the four largest bilateral aid donors—France, Germany, the United Kingdom and the United States—as well as China, which is fast becoming a major player in the aid arena.

This country report focuses on the findings from the U.K. and draws from a nationally representative urban survey with U.K. citizens and in-depth interviews with influentials and government decision-makers, conducted between May and September 2011.

ABOUT INTERMEDIA

InterMedia (www.intermedia.org) is a global research and consulting group providing strategic guidance and insight on effective engagement and networking strategies online and offline. A not-for-profit social enterprise, InterMedia equips clients to communicate and connect effectively with communities worldwide.

Based in Nairobi, Kenya; Washington, D.C.; and London, U.K.; InterMedia has worked in more than 100 countries and is on the ground in 60 countries annually. InterMedia research experts use innovative techniques to understand how information, communication and media resources can deliver impact.


For more information about the Building Support for International Development study, or to arrange a customized Building Support workshop, contact:

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GOVERNMENT DECISION-MAKERS

TOP CHALLENGES FOR DEVELOPING COUNTRIES
The image shows the top challenges for developing countries cited by government decision-makers. The size of a shape indicates the relative number of times that various challenges were mentioned.

PLEASE NOTE: Government decision-makers rely heavily on specialised sources and their professional networks to stay informed about international development. They use traditional media for current news and events, but generally not for information on international development.

SOURCE: INTERMEDIA IN-DEPTH INTERVIEWS WITH GOVERNMENT DECISION-MAKERS IN THE U.K. (N=10)

TOP MEDIA AND SPECIALISED SOURCES OF INFORMATION ON INTERNATIONAL DEVELOPMENT
The image shows the top media and specialised sources used by government decision-makers for information on international development. The size of a shape indicates the relative number of times that various sources were mentioned.

 PLEASE NOTE: Government decision-makers do not use Facebook and Twitter to stay informed about international development.

SOURCE: INTERMEDIA IN-DEPTH INTERVIEWS WITH GOVERNMENT DECISION-MAKERS IN THE U.K. (N=10)

FAVOURED CHAMPIONS FOR INTERNATIONAL DEVELOPMENT AND GLOBAL HEALTH
The image shows the preferred champions for international development and global health cited by government decision-makers. The size of a shape indicates the relative number of times that the individuals were mentioned.

SOURCE: INTERMEDIA IN-DEPTH INTERVIEWS WITH GOVERNMENT DECISION-MAKERS IN THE U.K. (N=10)
**FINDINGS FROM THE U.K.**

**TOP CHALLENGES FOR DEVELOPING COUNTRIES**

The image shows the top challenges for developing countries cited by influentials. The size of a shape indicates the relative number of times that various challenges were mentioned.

**TOP MEDIA AND SPECIALISED SOURCES OF INFORMATION ON INTERNATIONAL DEVELOPMENT**

The image shows the top media and specialised sources used by influentials for information on international development. The size of a shape indicates the relative number of times that various sources were mentioned.

**TOP SOCIAL MEDIA SOURCES OF INFORMATION ON INTERNATIONAL DEVELOPMENT**

The image displays the key blogs used by influentials for information on international development.

**FAVOURED CHAMPIONS FOR INTERNATIONAL DEVELOPMENT AND GLOBAL HEALTH**

The image shows the preferred champions for international development and global health cited by influentials. The size of a shape indicates the relative number of times that the individuals were mentioned.

**SOURCE:** INTERMEDIA IN-DEPTH INTERVIEWS WITH INFLUENTIALS IN THE U.K. (N=17)

**PLEASE NOTE:** Influentials generally do not use Facebook and Twitter to stay informed about international development. Traditional media sources are used as sources of background and contextual information on international development.

**SOURCE:** INTERMEDIA IN-DEPTH INTERVIEWS WITH INFLUENTIALS IN THE U.K. (N=17)
INTERESTED CITIZENS

TOP CHALLENGES FOR DEVELOPING COUNTRIES

The image shows the percentage of interested citizens that identified these issues as one of the top three challenges for developing countries.

- Access to Education: 49%
- Access to Health: 46%
- Poverty: 44%
- Corruption: 39%
- Spread of Infectious Diseases: 34%
- Food Supply: 31%
- International Debt: 17%

WHO HAS THE MAIN RESPONSIBILITY FOR ADDRESSING CHALLENGES IN DEVELOPING COUNTRIES?

- Governments of Developing Countries: 50%
- Governments of Developed Countries: 19%
- International Organisations: 23%
- Other: 8%

HOW MUCH IS THE U.K. GOVERNMENT DOING TO IMPROVE ECONOMIC AND SOCIAL CONDITIONS IN DEVELOPING COUNTRIES?

- Just the Right Amount: 50%
- Too Little: 27%
- Too Much: 16%
- DK/Refused: 7%

SOURCE: INTERMEDIA SURVEY OF INTERESTED CITIZENS IN THE U.K. (N=600, 16+)

SOURCE: INTERMEDIA SURVEY OF INTERESTED CITIZENS IN THE U.K. (N=600, 16+)
INTERESTED CITIZENS

KEY PLATFORMS AND SOURCES FOR INFORMATION ON INTERNATIONAL DEVELOPMENT

- **70%** use TV as one of their main sources of information on international development
- **44%** use newspapers as one of their main sources of information on international development
- **38%** use news websites as one of their main sources of information on international development

**FAVOURED CHAMPIONS FOR INTERNATIONAL DEVELOPMENT**

The image shows the favoured champions for international development cited by interested citizens. The image shows the top five champions and the size of a shape indicates the relative number of times that the individuals were mentioned.

- **1st**: DAVID CAMERON, Prime Minister of the U.K.
- **2nd**: BARACK OBAMA, President of the U.S.
- **3rd**: BOB GELDOF, Musician and activist
- **4th**: WILLIAM HAGUE, U.K. Secretary of State for Foreign and Commonwealth Affairs
- **5th**: NELSON MANDELA, Former President of South Africa

**FAVOURED CHAMPIONS FOR GLOBAL HEALTH**

The image shows the favoured champions for global health cited by interested citizens. The image shows the top five champions and the size of a shape indicates the relative number of times that the individuals were mentioned.

- **1st**: DAVID CAMERON, Prime Minister of the U.K.
- **2nd**: BARACK OBAMA, President of the U.S.
- **3rd**: ANDREW LANSLEY, U.K. Secretary of State for Health
- **4th**: PRINCE WILLIAM, Co-Chairman of the Bill & Melinda Gates Foundation
- **5th**: BILL GATES, Co-Chairman of the Bill & Melinda Gates Foundation

**PLEASE NOTE:** Interested citizens in the U.K. use social media to share links to news items about major events such as natural disasters, or campaigns on development issues that they are interested in. For example, the respondents said that they used Facebook to share links to stories about the 2011 earthquake and tsunami in Japan.

**SOURCE:** INTERMEDIA SURVEY OF INTERESTED CITIZENS IN THE U.K. (N=586 INTERESTED CITIZENS WHO RECEIVED INFORMATION ABOUT INTERNATIONAL DEVELOPMENT IN THE PAST YEAR)
Motivators of Engagement in International Development

Interested citizens named the activities they participated in during the past year to support international development efforts. For each activity they engaged in, they also named the main reasons for their participation. The image below shows the three most quoted reasons for engagement for each activity included in the study.

### I Donated Because...

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I wanted to feel I’m not powerless in the face of need</td>
<td>13.9%</td>
</tr>
<tr>
<td>I felt emotionally moved by something I had seen or heard</td>
<td>17.8%</td>
</tr>
<tr>
<td>I felt I could make a difference and change someone’s life</td>
<td>26.2%</td>
</tr>
</tbody>
</table>

### I Volunteered Because...

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I wanted to feel I’m not powerless in the face of need</td>
<td>28.4%</td>
</tr>
<tr>
<td>I felt I could make a difference and change someone’s life</td>
<td>14.2%</td>
</tr>
<tr>
<td>I had a personal connection to that particular cause</td>
<td>10.0%</td>
</tr>
</tbody>
</table>

### I Signed a Petition Because...

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I wanted to feel I’m not powerless in the face of need</td>
<td>24.0%</td>
</tr>
<tr>
<td>I felt emotionally moved by something I had seen or heard</td>
<td>25.3%</td>
</tr>
<tr>
<td>I had a personal connection to that particular cause</td>
<td>11.0%</td>
</tr>
</tbody>
</table>

### I Wrote to the Government Because...

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I wanted to feel I’m not powerless in the face of need</td>
<td>20.5%</td>
</tr>
<tr>
<td>I felt emotionally moved by something I had seen or heard</td>
<td>9.3%</td>
</tr>
<tr>
<td>I had a personal connection to that particular cause</td>
<td>11.2%</td>
</tr>
</tbody>
</table>

### I Fundraised Because...

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I wanted to feel I’m not powerless in the face of need</td>
<td>23.9%</td>
</tr>
<tr>
<td>I felt I could make a difference and change someone’s life</td>
<td>14.7%</td>
</tr>
<tr>
<td>I had a personal connection to that particular cause</td>
<td>13.2%</td>
</tr>
</tbody>
</table>

### I Attended an Event Because...

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I wanted to feel I’m not powerless in the face of need</td>
<td>20.1%</td>
</tr>
<tr>
<td>I felt emotionally moved by something I had seen or heard</td>
<td>11.4%</td>
</tr>
<tr>
<td>I had a personal connection to that particular cause</td>
<td>19.2%</td>
</tr>
</tbody>
</table>

### I Shared Information Online Because...

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I wanted to feel I’m not powerless in the face of need</td>
<td>12.6%</td>
</tr>
<tr>
<td>I felt emotionally moved by something I had seen or heard</td>
<td>15.1%</td>
</tr>
<tr>
<td>I had a personal connection to that particular cause</td>
<td>8.1%</td>
</tr>
</tbody>
</table>

### I Shared a Personal Story or Experience Online Because...

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I wanted to feel I’m not powerless in the face of need</td>
<td>5.5%</td>
</tr>
<tr>
<td>I felt emotionally moved by something I had seen or heard</td>
<td>7.7%</td>
</tr>
<tr>
<td>I had a personal connection to that particular cause</td>
<td>8.8%</td>
</tr>
</tbody>
</table>
KEY CHALLENGES

INTERESTED CITIZENS
- Often misunderstand the language used in international development and lack awareness of the development issues and the U.K.’s involvement.
- They rarely seek out information on development and mainly receive it passively, through U.K. national TV channels and prominent newspapers.
- They prefer to engage in development activities that are of minimum burden and require the least effort and time investment, such as donating.

INFLUENTIALS
- Lack formal avenues of communication and engagement with government decision-makers.
- Rely primarily on specialised sources and trusted personal and professional networks and may thus be difficult to reach.

GOVERNMENT DECISION-MAKERS
- Are reluctant to engage with unfamiliar sources and entities and are particularly sceptical of those that they feel are agenda driven.
- Struggle with development information overload and are looking for effective ways of filtering relevant content.

KEY INFORMATION NEEDS

INTERESTED CITIZENS
- Require more precise and evidence-based information on international development to give them a greater understanding of the issues and the U.K.’s involvement. They require information that is free of jargon and resonates with them on a personal level. Factual information is imperative to reduce misconceptions on how much the U.K. spends on overseas development assistance. For example, some interested citizens believed the U.K. spent 20% of GDP on overseas development assistance; the correct figure is 0.56% of GDP.

INFLUENTIALS
- Have very diverse information needs and require tailored communication and engagement strategies. Academics and NGOs require specific information on their area of interest. Journalists require broader information on development issues and the impact of development policy.

GOVERNMENT DECISION-MAKERS
- Look for expert advice, objective policy input on issues they work on and up-to-date data-based evidence, provided by the sources they trust.
- Require a manageable amount of information in a clear format that enables them to effectively access information specific to their area of work.

KEY RECOMMENDATIONS

INTERESTED CITIZENS
- Raise awareness and fill knowledge gaps by distributing informational content on development through key mass media, such as the BBC, the Guardian and the Times, illustrating the impact of international development through personal stories is particularly important.
- Avoid jargon in communication on development issues to ensure that citizens understand them and feel more inclined to participate.
- Engage with schools to foster positive views on development and participation from an early age.
- Positive early experiences of international development play an important role in forming opinions in later life. Development organisations could run educational workshops at U.K. schools to improve children’s knowledge and understanding of development to increase the likelihood of future participation.

INFLUENTIALS & GOVERNMENT DECISION-MAKERS
- Support a programme of more structured engagement (online and offline) where government decision-makers and influentials can interact to discuss development issues and share knowledge and expertise.
- Engage with specialised sources, media and bloggers whom influentials rely on for information on development issues. This includes sources such as The Lancet, Oxfam, Duncan Green (From Poverty to Power blog) and Owen Barder (Owen Abroad blog).
- Provide a regular, independently curated digest of research studies and development news for government decision-makers. This digest should also be made available on their go-to sources for development information, such as The Guardian’s development website.
- Sponsor independent research on development issues to provide both the government decision-makers and influentials with up-to-date evidence-based data on specific development issues.
- Facilitate practical field experience for subject experts, NGO representatives, think tank staff and bloggers.

JOINING THE DISCUSSION: THE BUILDING SUPPORT PORTAL
You can share reactions to the Building Support study as well as exchange ideas with interested parties and stakeholders in the global development policy community on InterMedia’s Building Support Portal at www.audiencescapes.org/buildsupport and on Twitter at #supportfordev.

The Building Support Community site includes the following:
- Electronic version of this report, broken down by sections
- Focus reports for the donor countries covered in this project – China, France, Germany, the U.K. and the U.S.
- Comments from Facebook users

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