BUILDING SUPPORT FOR INTERNATIONAL DEVELOPMENT AMONG KEY POLICY CONSTITUENCIES: FINDINGS FROM GERMANY

MARCH 2012
INTRODUCTION

The Building Support for International Development study provides a roadmap for 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 public officials, etc.)

INFLUENTIALS
Citizens with the potential to influence decisions by government 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 bi-lateral 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 summary report focuses on the findings from Germany and is drawn from a nationally representative urban survey with German citizens as well as in-depth interviews with influential 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 developing countries. 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:

Klara Debeljak
Associate Director
InterMedia
debeljak@intermedia.org
tel. +44.207.831.8724

This report is based on research funded by the Bill & Melinda Gates Foundation. The findings and conclusions contained within are those of the authors and do not necessarily reflect positions or policies of the Bill & Melinda Gates Foundation. © 2012 Bill & Melinda Gates Foundation. All Rights Reserved. Bill & Melinda Gates Foundation is a registered trademark in the United States and other countries.
GOVERNMENT DECISION-MAKERS

TOP CHALLENGES FOR DEVELOPING COUNTRIES

The image shows the top challenges for developing countries cited by government decision-makers.*

Please note: Government decision-makers rely heavily on specialised and mostly formal sources to stay informed about international development. They use traditional media for current news and events, but generally not for information on international development. Government decision-makers in Germany did not cite any blogs and other social media as a source of information on international development.

Source: Intermedia In-depth interviews with government decision-makers in Germany (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.*

Please note: The size of a shape indicates the number of times that various responses were mentioned.

Source: Intermedia In-depth interviews with government decision-makers in Germany (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.*

Source: Intermedia In-depth interviews with government decision-makers in Germany (n=10)

*The building support for international development study was funded by the Bill & Melinda Gates Foundation. However, interviewees and survey respondents were not informed of this. Identification of Bill or Melinda Gates as favoured champions was thus incidental.

HORST KÖHLER
Former President of Germany

BILL GATES**
Co-Chairman of the Bill & Melinda Gates Foundation

BAN KI-MOON
Secretary-General of the U.N.

KOFI ANNAN
Former Secretary-General of the U.N.

**The building support for international development study was funded by the Bill & Melinda Gates Foundation. However, interviewees and survey respondents were not informed of this. Identification of Bill or Melinda Gates as favoured champions was thus incidental.
INFLUENTIALS

TOP CHALLENGES FOR DEVELOPING COUNTRIES

The image shows the top challenges for developing countries cited by influentials.*

SOURCE: INTERMEDIA IN-DEPTH INTERVIEWS WITH INFLUENTIALS IN GERMANY (N= 15)

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.*

Please note: Influentials rely heavily on specialised sources such as documents from development organisations and briefings from government departments 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 GERMANY (N= 15)

FAVOURED CHAMPIONS FOR INTERNATIONAL DEVELOPMENT AND GLOBAL HEALTH

The image shows the preferred champions for international development and global health cited by influentials.*

SOURCE: INTERMEDIA IN-DEPTH INTERVIEWS WITH INFLUENTIALS IN GERMANY (N= 15)

Please note: The size of a shape indicates the number of times that various responses were mentioned

* THE BUILDING SUPPORT FOR INTERNATIONAL DEVELOPMENT STUDY WAS FUNDED BY THE BILL & MELINDA GATES FOUNDATION. HOWEVER, INTERVIEWEES AND SURVEY RESPONDENTS WERE NOT INFORMED OF THIS. IDENTIFICATION OF BILL OR MELINDA GATES AS FAVOURED CHAMPIONS WAS THUS INCIDENTAL.

** PlEASE notE: Influentials generally do not use Facebook and Twitter to stay informed about international development.

SOURCE: INTERMEDIA IN-DEPTH INTERVIEWS WITH INFLUENTIALS IN GERMANY (N= 15)
FINDINGS FROM GERMANY

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**: 52%
- **Access to Health**: 48%
- **Poverty**: 46%
- **Corruption**: 28%
- **Spread of Infectious Diseases**: 27%
- **Food Supply**: 26%
- **Access to Financial Services**: 20%

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

<table>
<thead>
<tr>
<th>Governments of Developing Countries</th>
<th>Governments of Developed Countries</th>
<th>International Organisations</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>38%</td>
<td>34%</td>
<td>6%</td>
<td>22%</td>
</tr>
</tbody>
</table>

SOURCE: INTERMEDIA SURVEY OF INTERESTED CITIZENS IN GERMANY (N=604, 16+)

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

- **Too Little**: 5%
- **Just the Right Amount**: 49%
- **Too Much**: 2%
- **DK/Refused**: 2%

SOURCE: INTERMEDIA SURVEY OF INTERESTED CITIZENS IN GERMANY (N=604, 16+)
INTERESTED CITIZENS

KEY PLATFORMS AND SOURCES FOR INFORMATION ON INTERNATIONAL DEVELOPMENT

74% use TV as one of their main sources of information on international development
51% use newspapers as one of their main sources of information on international development
22% use radio as one of their main sources of information on international development

MOST USED TV STATIONS
60% ARD
57% ZDF
16% RTL

MOST USED NEWSPAPERS
23% DER SPIEGEL
12% FOCUS
10% DIE ZEIT

MOST USED RADIO STATIONS
16% BAYERN
15% WDR
11% NDR

MOST USED SOCIAL MEDIA SOURCES
2% BLOGS
1% OTHER SOCIAL MEDIA SOURCES

FAVOURED CHAMPIONS FOR INTERNATIONAL DEVELOPMENT
The image shows the top five champions for international development cited by interested citizens.*

1st: ANGELA MERKEL, Chancellor of Germany
2nd: GUIDO WESTERWELLE, Federal Minister of Foreign Affairs
3rd: BARACK OBAMA, President of the U.S.
4th: DIRK NIEBEL, Federal Minister of Economic Cooperation and Development
5th: BAN KI-MOON, Secretary-General of the United Nations

PLEASE NOTE: Less than 1% of interested citizens in Germany use Facebook or YouTube as a source of information on international development. No respondents mentioned Twitter as a source of information on international development. Those that do use Facebook post news items and links to stories on international development topics.

SOURCE: INTERMEDIA SURVEY OF INTERESTED CITIZENS IN GERMANY (N=599 INTERESTED CITIZENS WHO RECEIVED INFORMATION ABOUT INTERNATIONAL DEVELOPMENT IN THE PAST YEAR)

FAVOURED CHAMPIONS FOR GLOBAL HEALTH
The image shows the top five champions for global health cited by interested citizens.*

1st: ANGELA MERKEL, Chancellor of Germany
2nd: Guido Westerwelle, Federal Minister of Foreign Affairs
3rd: Barack Obama, President of the U.S.
4th: Philipp Rösler, Federal Minister of Economics and Technology and the Vice Chancellor of Germany
5th: Dirk Niebel, Federal Minister of Economic Cooperation and Development

* THE SIZE OF A SHAPE INDICATES THE NUMBER OF TIMES THAT VARIOUS RESPONSES WERE MENTIONED
Motivators of Engagement in International Development

Interested citizens named the activities that they participated in during the past year to support international development efforts. For each of the activities that 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 of the activities included in the study.

**I Donated Because...**

- 27.7% I wanted to feel I’m not powerless in the face of need
- 20.2% I felt I could make a difference and change someone’s life
- 5.9% I felt fortunate and wanted to give back to others

**I Volunteered Because...**

- 17.8% I felt I could make a difference and change someone’s life
- 14.6% I wanted to feel I’m not powerless in the face of need
- 4.5% I felt fortunate and wanted to give back to others

**I Signed a Petition Because...**

- 17.0% I felt I could make a difference and change someone’s life
- 8.9% I wanted to feel I’m not powerless in the face of need
- 7.1% I felt emotionally moved by something I had seen or heard

**I Fundraised Because...**

- 26.3% I wanted to feel I’m not powerless in the face of need
- 17.5% I felt I could make a difference and change someone’s life
- 3.8% I had a personal connection to that particular cause

**I Wrote to the Government Because...**

- 6.8% I want to have a good image for myself
- 6.8% I felt I could make a difference and change someone’s life
- 4.5% I wanted to feel I’m not powerless in the face of need

**I Attended an Event Because...**

- 5.3% I felt I could make a difference and change someone’s life
- 3.5% I wanted to feel I’m not powerless in the face of need
- 3.5% I felt emotionally moved by something I had seen or heard

**I Shared Information Online Because...**

- 6.6% I felt fortunate and wanted to give back to others
- 5.9% I wanted to feel I’m not powerless in the face of need
- 2.9% I felt I could make a difference and change someone’s life

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

- 6.6% I felt fortunate and wanted to give back to others
- 4.4% I wanted to feel I’m not powerless in the face of need
- 4.4% I felt emotionally moved by something I had seen or heard

*Source: INTERMEDIA Survey of Interested Citizens in Germany (N=604, 16+)
KEY CHALLENGES

INTERESTED CITIZENS
- German interested citizens generally support greater engagement of their government in international development, but lack in-depth knowledge about the specific government activities and their impact.
- They do not actively seek out information on development issues, but mostly receive it passively, through prominent German TV and print media, such as ARD, ZDF, Der Spiegel and Focus.
- Deepening engagement of interested citizens in development issues may be challenging due to their preference for development activities that require the least time and effort. For example, 71% had donated money in the past year, compared to 26% who had volunteered and only 7% who had written to the government or a public official.

INFLUENTIALS
- German influentials prioritise development issues through the filter of their own areas of expertise and may be difficult to reach if communication is not tailored to individual needs. Further, influentials’ support for government efforts may be undermined by perceptions of politicised aid, particularly among influential bloggers, many of whom believe that the government’s actions in this area are often driven by broader economic and political goals.
- Influentials lack formal means of communication and regular engagement with government decision-makers, and rely primarily on their personal and professional networks to stay up-to-date with the latest developments in their field.

GOVERNMENT DECISION-MAKERS
- They are highly selective in their sources of policy-related information, reluctant to engage with unfamiliar entities and are particularly sceptical of information provided by interest groups. Information needs to be presented in a factual and precise manner with no indication of spin or bias to minimise the distrust of materials provided by those sources that government decision-makers do not use regularly.
- Government decision-makers struggle with information overload and are looking for the most effective ways of filtering in the materials that are specific, up-to-date and relevant to their area of work.

KEY INFORMATION NEEDS

INTERESTED CITIZENS
- German interested citizens require more specific, precise and jargon-free information on international development activities of their government, and the impact of these efforts. They prefer the evidence of impact to be demonstrated through personal stories of people living in developing countries as well as those living in Germany, who have personally been involved in activities supporting international development.
- They also look for information on opportunities to become further and more regularly engaged in their specific areas of interest. This includes volunteering opportunities and other activities that help create personal connections with development issues, such as international student exchanges.

INFLUENTIALS
- Influentials have very diverse information needs and require tailored communication and engagement strategies. Academics and NGO representatives require specialised and data-based information on their areas of interest, such as education, health and poverty. Media practitioners, on the other hand, look for broader information on development issues that helps them understand international development in a broader socio-economic context.

GOVERNMENT DECISION-MAKERS
- Government decision-makers look for robust, up-to-date data and impartial expert advice and policy input on issues they work on. They prefer to receive this information from trusted sources in their professional networks, international organisations, such as the World Bank and the United Nations, as well as prominent German foundations.

KEY RECOMMENDATIONS

INTERESTED CITIZENS
- Engage with prominent German TV networks, radio and national print media, such as ARD, ZDF, Der Spiegel, Bayern, WDR, and NDR, to increase awareness of development issues and fill the knowledge gaps. Use language that is precise and easy to understand. Focus on the positive impact of development efforts and emphasise the importance of engaging in international development in the context of global solidarity.
- Work with schools, universities, and faith-based communities to promote international exchange programmes to foster young people’s interest and knowledge of international development and increase the likelihood of future participation in these issues. Schools, universities, and churches in Germany play a prominent role in formulating values and attitudes and piquing interest in development at an early age.

INFLUENTIALS & GOVERNMENT DECISION-MAKERS
- Due to their varied information needs it is important to ensure that programmes of engagement with government decision-makers and influentials are tailored to their personal needs and interest.
- More regular and structured communication between subject experts and government decision-makers should be facilitated both through offline and online forums. Create a central online knowledge sharing portal which facilitates deeper engagement of subject experts within a specific field and also enables government decision-makers to directly engage with specialists working in their areas of interest.
- Sponsor regular, independent research about issues that are seen as priorities for developing countries, to provide budget-stretched decision-makers in Germany with empirical evidence which informs their policy positions.

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 the Building Support for International Development main report
- Country summary reports for the donor countries covered in this project – China, France, Germany, the U.K. and the U.S.
- Comments from Facebook users

InterMedia
www.intermedia.org

HEADQUARTERS
Washington, D.C.
Tel: +1.202.434.9584

EUROPE OFFICE
London, U.K.
Tel: +44.207.831.8724

AFRICA OFFICE
Nairobi, Kenya
Tel: +254.720.109183

For general enquiries generalinfo@intermedia.org