



**MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK**  
*Danida*

# **REACHING THE UNUSUAL SUSPECTS...**

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# DEVELOPMENT COMMUNICATION

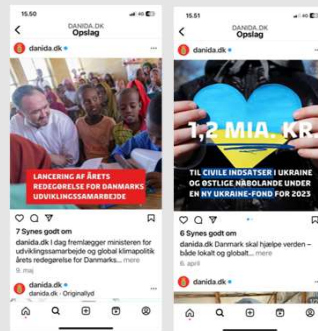
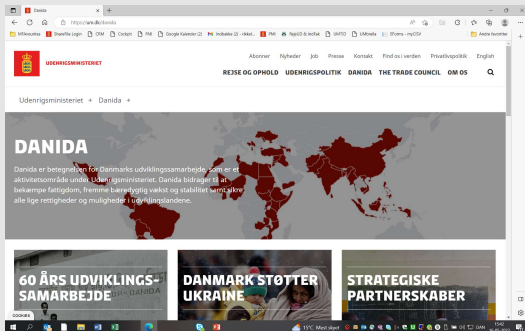
Conclusion and  
recommendation  
2 and 7

## ■ Communications department

- Corporate communication
- MFA channels (www, some etc.)
- Press
- Podcasts
- Conferences

## ■ Engagement Team

- Partnership based communication
  - CSOs
  - Media
  - Events, festivals
  - Educational institutions
- Pooled Funds – Support mechanisms



## ANALYSIS: FIVE SEGMENTS IN DENMARK



'The choir': All in favour of more development support, regardless of anything. Usually engaged in charity, often interested in NGO/development.

27%



'The reserved supporter': Clearly in favour of development support, but largely unimpressed with results. Elderly and reads the news. Very high degree of factual knowledge.

31%



'The indifferent': Supports development, but is largely uninterested and has a very low degree of factual knowledge. Usually does not follow the news. Many are young people.

25%



'The sceptic': Low support for development, is highly critical. Elderly and follows the news and has some degree of factual knowledge.

9%

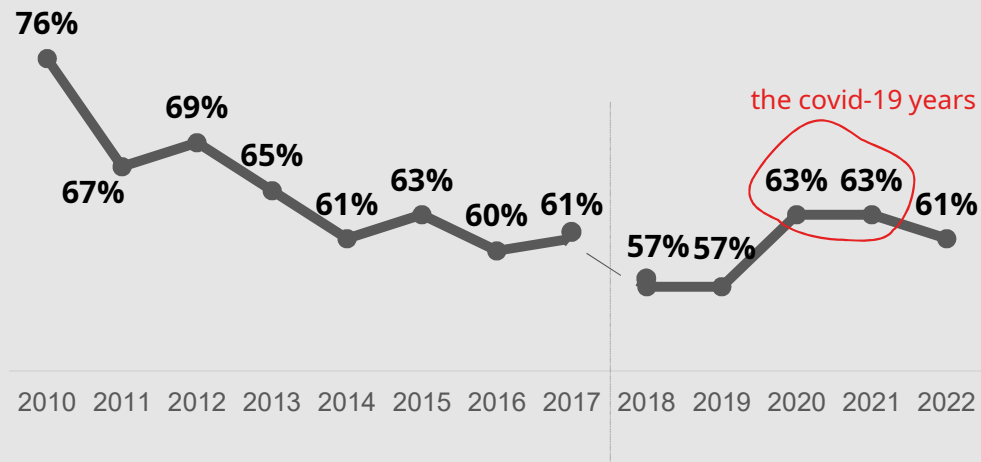


'The angry sceptic': Does not support development at all, has low degree of factual knowledge. Feels patronised by development supporters.

8%

Source: Statistical cluster analysis of 2,000 nationally representative Danes, 2022

# SUPPORT OF PUBLIC DEVELOPMENT EFFORTS HAS STAGNATED BUT STABILIZED



**61%**  
Supporters

**24%**  
Neutral

**11%**  
Self-declared opponents

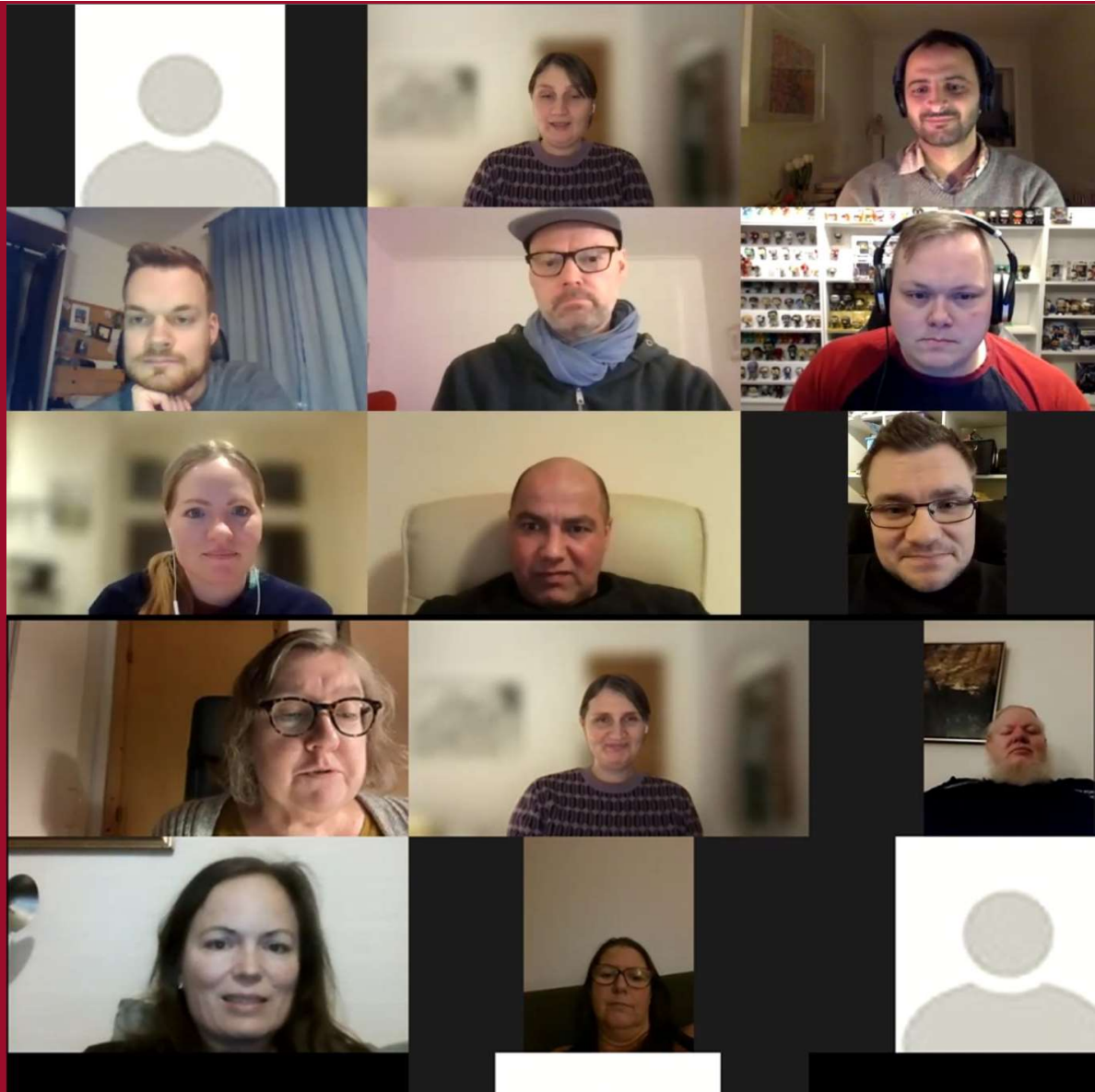
**5%**  
Undecided

Source: Annual survey tracking Danish citizens' support and awareness of the official Danish development policies  
Note: Data break between 2017 and 2018 due to re-naming of subject matter, from 'development aid' to 'development cooperation'.



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# WHO ARE THE UNUSUAL SUSPECTS?





**WE BELIEVE:**

**1. OUTSIDE-IN APPROACH**

**2. UNDERSTAND THEIR CHANNELS  
OF COMMUNICATION**

**3. ACCESSIBLE FORMATS**





1

## Collaboration with MFA's 18 strategic NGO partners

2% of the budget can be used for communication- and engagement activities targeting new audiences.

**Risk-taking** in terms of methods and target groups and **knowledge sharing**

2

## Revised our support mechanisms

"The Globe" exchange and co-learning projects between students in Denmark and The Global South





# 3 Children's Christmas Advent Calendar

- Educational materials 50% of Danish schools
- Partnership with the national **broadcaster** and **new NGO** partner every year
- Advent calendar in stores



2022 BØRNEBESØG U-LANDS KALENDER For lærere • Lydbøger • Om kalenderen • Årets projekt • IMS • Kontakt • Resultater

Opdag Tunesien Fotohistorier Lav kalender Børnereporterne Tunesiens børn

Mød Gaddour Mød Ayhem Mød Maysam

## Tunesiens børn