

Development needs Citizens

The place of Development Education & Awareness Raising in the development discourse

A position paper of the CONCORD DARE Forum

May 2011



'DESS (Development Education Summer School) participants, Hungary, 6th-13th June 2010'

European NGO confederation
for relief and development

CONCORD

Confédération européenne des ONG
d'urgence et de développement

Development Awareness Raising & Education

DEEEP

Developing
Europeans'
Engagement for the
Eradication of Global
Poverty

Introduction

Development as shared responsibility

The term “development” is still often associated with a paternalistic, charity based approach to progress: assistance to “underdeveloped countries” should help them reach the level of the “developed North”. Following the thinking of professor Ananta Kumar Giri (Madras Institute of Development Studies), the CONCORD Development Awareness Raising and Education (DARE) Forum rejects this vertical conception of development and proposes a horizontal model, based on a shared human responsibility:

There is a need to rethink development as an initiative in self-development on the part of both the subjects and objects of development, and ethics not only as an engagement in care of the other but also as an engagement in care of the self. [...] Development [is] a shared human responsibility, and [...] a shared human possibility.¹

Development understood as shared responsibility for planet and humanity requires changes and efforts from all actors involved – actually from all human beings. Development Education and Awareness Raising (DEAR)² as education for change with a global perspective has a long and proud history in facing up to this task by:

- promoting **values** that allow people to engage in respectful and open dialogue with others on equal footing, seeking to

identify shared agendas for mutual benefits

- focussing on **active global citizenship** with a emphasis on social justice, globalisation and human development
- employing a **human rights based approach** to teaching, learning and campaigning³.

Through a participatory and transformative awareness and learning process, DEAR facilitates action and engagement for positive change through its two-fold objective⁴:

- To develop [...] citizen's awareness and critical understanding of the interdependent world and of their own role, responsibilities and lifestyles in relation to a globalised society; and*
- To support their active engagement in local and global attempts to eradicate poverty, and promote justice, human rights, and sustainable ways of living.*

It makes central contributions to development understood as shared human responsibility, in particular by:

- mobilising **public engagement**
- facilitating the emergence of a **global civil society**
- fostering **new development paradigms**

This paper will explain how.



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DEAR fosters public engagement

Despite ever faster globalisation, continuous increase in public donations to development NGOs⁵ and huge campaigning efforts (e.g. on the Millennium Development Goals), public concern with global poverty remains weak:

The public as a whole remain uninterested and ill-informed. Even engaged people can't sustain a conversation about debt, trade or aid for long⁶.

However, development needs strong and informed public engagement, for three reasons:

- **Public support provides legitimacy** for NGOs and governments to take well informed, wise and decisive political action on poverty and global justice
- **Engaged individuals make a difference** through their daily activities (e.g. as a fair trade consumer, volunteer, online activist or voter)
- **Public support opens a space for debate** on root causes of global poverty, thus it allows discussing and implementing systemic changes required to tackle global justice and poverty issues.



OLD TOWN, GOA, INDIA - NOVEMBER 26: Indian women prepare to demonstrate for civil rights and healthy environment November 26, 2007 in the Old Town, Goa, India (vicspacewalker) www.shutterstock.com

Development communication and top down campaigning are not sufficient to provide deep and values based options for citizens to engage: Support remains “*a mile wide and an inch deep*”. To create lasting support and engagement for global justice, NGOs should aim to strengthen intrinsic and positive values: The true level of ethical development of a society is revealed by the extent to which citizens are able to choose values transcending their own immediate self interest. Research shows that people who have stronger ‘self-transcendent values’ engage more and longer in pro-social behaviour. DEAR proposes an approach to reinforce these values and to facilitate long lasting “*supporter journeys*”⁷.

Successful DEAR forms multipliers that reach out in society and can enable the large and deep public support, which is crucial for any global justice movement to succeed. If NGOs and public institutions aim for a broad and deep democratic debate on development issues, to make global justice a central concern for all citizens – and thus to obtain a real and solid democratic mandate for needed policy changes (in particular in non-aid policies related to development, such as trade, migration or climate change), they need to adopt far more ambitious policies for DEAR.

Recommendations to NGOs and other development actors

All activities involving the public (on- and offline communication, advocacy, fundraising, campaigns, development education and awareness raising activities) should refer to and promote a set of universalistic values (to be analysed and defined by the organisation), such as humanism, solidarity, equality justice or well-being for all, and not undermine those values by contradictory messages based on short-term and self-interested motivations⁸. DEAR concepts and practice can provide the philosophy and methodology for this approach.



DEAR fosters the emergence of a Global Civil Society

The economic globalisation of production chains, financial flows and markets is an undeniable reality, to which the political sphere has reacted by setting up global mechanisms, e.g. within the UN system or beyond (G20, WTO). The emergence of a Global Civil Society is crucial to shape the process of globalisation in a positive way:

- As an enabling space for dialogue, mutual learning, participation and purposeful interaction of citizens
- As a value based, non-profit economic alternative to the business sector
- As a global watchdog, counter power and pioneer in political and economic processes.

This global civil society can be described as:

a deliberative space defined by purposeful interaction [based on] a conversation in which we talk about our moral concerns, our passions, as well as thinking through the best way to solve problems.⁹

The creation of such a Global Civil Society is not only the task of a global NGO elite. The development, formation and fabric of a Global Civil Society will only be effective if people around the world work together as responsible global citizens in equal partnership. DEAR is particularly well placed to contribute to this process:

- As DEAR is not involved with a “powerful giver – grateful receiver” approach still often associated with development cooperation, it can provide a new and genuine egalitarian approach to a global dialogue, based on reciprocity, respect and

mutual learning, and thus to the emergence of a global ethic and shared values

- The promotion of individual rights and responsibilities through well established DEAR tools and methods is a vital part of the development and consolidation of a genuine Global Citizenry as the basis for a Global Civil Society
- Participatory and interlinked involvement of citizens all over the globe through DEAR principles and practice provides legitimacy and democratic ownership for political action.

Civil Society Organisations (CSO) underline in the Istanbul CSO Principles on Development Effectiveness the importance of such active citizenship as one of eight principles:

CSOs are effective as development actors when they support the empowerment and inclusive participation of people to expand their democratic ownership over policies and development initiatives that affect their lives¹⁰

Commentators on the Millennium Development Goals (MDG) framework have repeatedly stressed the cross-cutting importance of MDG 8 – Global Partnership – as a key complimentary component in delivering all 8 development goals. Any framework that will be developed beyond 2015 will have to take into account that without a global partnership for development efforts to find answers to global problems will not be effective. It is therefore of paramount importance for European development work to invest in European citizen's capacity to play its role in creating a strong and vibrant Global Civil Society.

Recommendations to NGOs and other development actors:

European and international NGOs shall contribute to the creation of a Global Civil Society by reinforcing citizens' empowerment and participation based on rights and responsibilities through DEAR principles and practice, in Europe and beyond. NGOs should initiate and deepen alliances with social movements, youth movements, trade unions and other civil society actors.

Any future roadmap for European development policy (particularly beyond 2015) must include a focus on building up a strong Global Civil Society by empowering people in Europe and beyond as global citizens interconnected with the hopes and concerns of others in other parts of the world, in order to build a shared vision for Europe's role in the future of our planet.

DEAR fosters new development paradigms

In recent years, the development sector saw the rise of new, today, widely accepted paradigms:

- The **Human Rights Based Approach** (HRBA) to development overcomes the notion of needs and charity and puts the rights and responsibilities of people at the centre
- **Policy Coherence for Development** (PCD) aims to tackle root causes of global poverty in fields like trade, migration or climate change, going beyond aid policy and development co-operation
- **Development Effectiveness** enlarges the debate on quality and coordination to non-aid issues such as HRBA and PCD.

The principles and approaches of these paradigms are essential part of DEAR policy and practice, and DEAR can be a major tool to further promote and operationalise them:



PORT-AU-PRINCE - AUGUST 31: Residents gathered in a meeting to decide on the future action regarding the alleged atrocities of the NGO's in Port-Au-Prince, Haiti on August 31, 2010. (arindambanerjee) www.shutterstock.com

Paradigm

The **Human Rights based Approach** (HRBA) to development puts the individual and collective human right to enact one's own development at the centre of any development intervention: Not the satisfaction of externally identified needs, but the right of people to choose their own development is at the centre. Capacity building and popular education empower communities to choose and implement their own way to development. Advocacy gains importance to achieve systemic changes. Service delivery and assistance by external (e.g. European) actors is reduced to fragile contexts such as humanitarian situations¹¹.

Policy Coherence for Development is considered as key in the fight against poverty: The rich states should stop doing harm through their e.g. trade, fishery, fiscal or agricultural policies. When illicit financial flows from the South to North are at 10 times higher than the whole of aid from North to South¹⁴, any aid policy appears to be wasted: PCD is central to any attempt in reaching more global justice.

Development effectiveness incorporates development cooperation into the agenda of PCD and HRBA: Development cooperation can only be effective when relevant policies are coherent and coordinated and non-aid issues are systematically addressed.

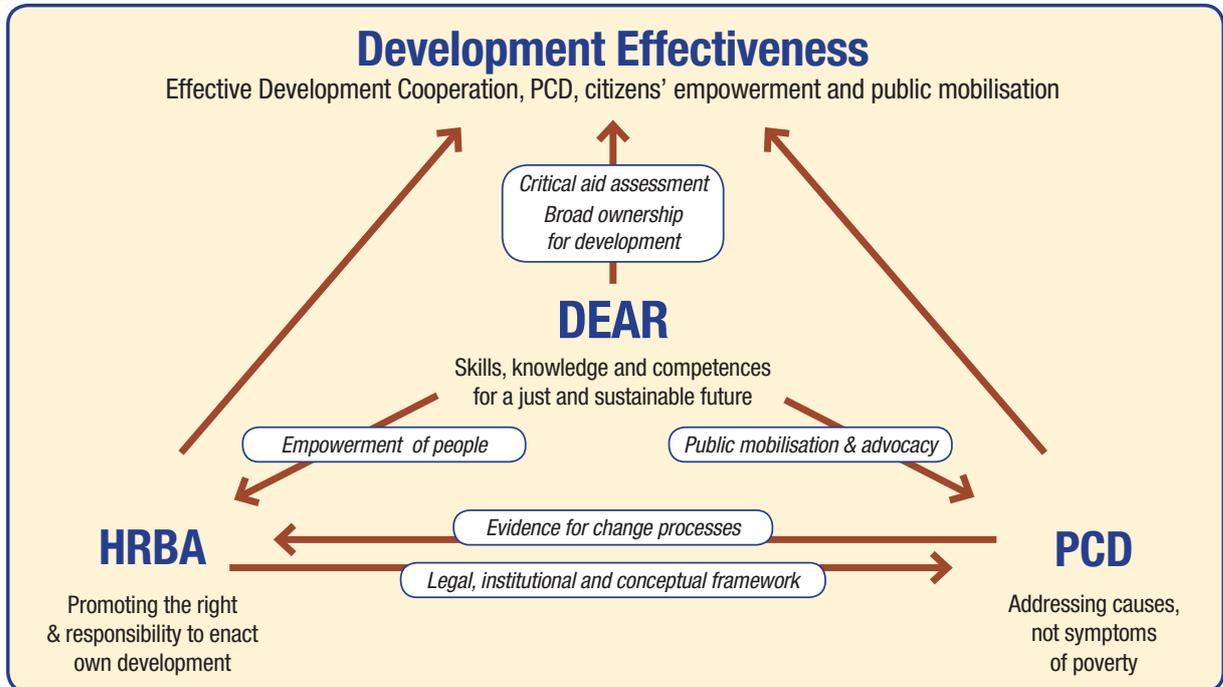
DEAR contribution

DEAR aim to **empower people to become active and responsible citizens**. It provides the skills, knowledge and competences to become a self-determined actor and not just an object of global interdependencies. It sees its target groups as subjects with rights and responsibilities. HRBA as human rights education and DEAR are historically and conceptually interlinked in their theoretical frameworks¹². This empowerment approach of DEAR applies to activities in Europe as well as in developing countries. Its realisation is necessarily a process of political change – advocacy¹³– that happens at local, national and international level.

DEAR theory and practice provide a critical analysis of the political structures that create and reinforce global inequalities and are therefore a cornerstone of the discussion around PCD. Issues like migration, climate change, trade or CSR have for many years been central to DEAR practices. **Public mobilisation, through campaigning and other DEAR methodology, is a powerful element for advocacy action** on PCD issues¹⁵.

DEAR provide a structure in which the **public can critically assess aid and development**. Aid can be discussed in a framework beyond the aid industry; ineffective approaches to aid and development can be constructively questioned, while a **broad ownership of the global development agenda** is promoted. On this basis, global civil society can advocate for better development policies.

DEAR and the new development paradigms



Recommendations to NGOs and other development actors

NGOs should mainstream a Human Rights Based Approach to development in NGO policy and practice by using the participatory, transformative and value based learning process proposed by DEAR, leading to sustainable engagement for positive change.

NGOs should involve a strong participatory campaigning element in PCD advocacy, in order to create the public space, which is needed to tackle the root causes of global poverty.

All development actors should aim to empower citizens to critically assess development cooperation and to create a broad ownership for the global development agenda.

Footnotes

- 1 A.K. Giri and P.Q. van Ufford: A Moral Critique of Development: Ethics, Aesthetics and Responsibility. Aalborg 2004, page 20 f. http://vbn.aau.dk/files/33966587/workingpaper_128.pdf
- 2 The CONCORD DARE Forum uses the terminology DEAR, which is also employed by the European Commission. Terms like Global Education, Education for Sustainable Development or Global Citizenship Education are used by other actors and in other contexts. While each of these concepts carry different nuances, they are overlapping to a large extent and are often used as synonyms. See also the official CONCORD definition of development education at the end of this paper.
- 3 The human rights based approach (HRBA) as understood by CONCORD puts the individual right and responsibility to development in the centre of any activity. It is not about the external implementation of particular human rights in a given society or community (e.g. „democracy exportation“). See details on HRBA and DEAR on page five of this document.
- 4 The CONCORD DARE Forum’s understanding of DEAR is in line with the recent EC “DEAR Study”: Final Report of the ‘Study on the Experience and Actions of the main European Actors active in the field of Development Education and Awareness Raising’ (https://webgate.ec.europa.eu/fpfis/mwikis/aidco/index.php/DEAR_Final_report)
- 5 In UK „donations have shot up since 1995, and particularly markedly since 2003. There has been a steady upward trend since 1979“ (A. Darnton, M. Kirk: Finding Frames: New ways to engage the UK public in global poverty, London 2011, page 24. <http://www.findingframes.org>
- 6 A.Darnton, M.Kirk: Finding Frames: New ways to engage the UK public in global poverty, London 2011, page 6. Further arguments from this paragraph are based on the findings of this report. While the publication refers to the UK public, it seems considerable that the situation in other EU countries wouldn’t be dramatically different – at least not for the better. <http://www.findingframes.org>
- 7 Supporter journeys provide „supporters with opportunities to engage increasingly deeply over time“ (A.Darnton, M.Kirk: Finding Frames: New ways to engage the UK public in global poverty, London 2011, page 10) <http://www.findingframes.org>
- 8 E.g. by using news issues such as the earthquake in Japan (March 2011) for fundraising campaigns, when the added value of the NGO is unclear. See Does Japan need your Donation? on the Aidwatch Blog. <http://aidwatchers.com/2011/03/does-japan-need-your-donation/>
- 9 Mary Kaldor in M. Baillie Smith: International non-governmental development organizations and their Northern constituencies: development education, dialogue and democracy, Journal of Global Ethics 4(1) 5-18, 2008, page 7
- 10 Istanbul CSO Effectiveness Principles. http://www.cso-effectiveness.org/IMG/pdf/final_istanbul_cso_development_effectiveness_principles_footnote_december_2010-2.pdf
- 11 See also CONCORD Structured Dialogue Principles Paper (June 2010), page 6 : « 2.2. The implementation of development projects and programmes is best done by local actors, including local civil society and, if possible, local authorities, in partnership with European CSOs. [...] In more fragile environments European CSOs still have an important role to play in actually supporting the implementation of programmes while building local CSOs capacity and alliances. »
- 12 DEAR is rooted in pedagogical concepts of empowerment such as Paulo Freire’s Popular Education.
- 13 Advocacy as a structured change process initiated by civil society is considered part of the broad DEAR concept adopted by CONCORD: “DE [...] seeks to influence more just and sustainable economic, social, environmental, human rights based national and international policies.” (<http://www.deeep.org/whatisde.html>)
- 14 “Gross registered capital flows to developing countries totalled USD 571 billion in 2006 (World Bank 2007). Donor grants accounted for USD 70 billion of this. Estimates from Kar and Mamadov (2008) indicate that illegal money flows from these nations totalled USD 641-979 billion in 2006. Even the lowest estimate indicates that the illicit capital outflow is larger than the gross legal inflow. Illicit capital outflows correspond to about 10 times the total development assistance going to these countries.” Commission on capital flight from developing countries: Tax Havens and Development. Oslo 2009, page 87. http://www.regjeringen.no/upload/UD/Vedlegg/Utvikling/tax_report.pdf
- 15 For example, citizens in the ATTAC movement promoted an international financial transaction tax since more than 10 years. Also, the clean clothes campaign significantly contributed to raising awareness and changing consumer demands, which significantly improved production conditions in the sports articles and garment industry.

Development needs Citizens

The place of Development Education and Awareness Raising in the Development Discourse Summary of a CONCORD DARE Forum position paper – May 2011

Development as shared responsibility for planet and humanity needs active and engaged citizens in all parts of the world. Development Education and Awareness Raising (DEAR) makes central contributions to this challenge:

DEAR fosters public engagement

Development needs strong and informed public engagement because:

- it gives legitimacy to development actors
- engaged individuals make a difference through their daily activities
- public support opens a space for debate on root causes of poverty.

DEAR enables a broad and deep democratic debate on development issues and makes global justice a central concern for all citizens. More ambitious DEAR policies are needed in order to obtain a real and solid democratic mandate for pro-poor policy changes, in particular in non-aid policies such as trade or climate change.

DEAR fosters a Global Civil Society

A Global Civil Society is crucial to shape globalisation in a positive way. DEAR promotes purposeful interaction of responsible global citizens, which is the fabric of a Global Civil Society:

- As DEAR is not involved with a “powerful giver – grateful receiver” approach, DEAR can facilitate a global dialogue based on respect, reciprocity and mutual learning and thus support the emergence of a global ethic and shared values
- DEAR tools and methods promote individual rights and responsibilities and foster Global Citizenry
- Involvement of citizens provides legitimacy for political action.

Any future development roadmap must include a focus on building up a strong Global Civil Society by empowering people as global citizens.

DEAR fosters new development paradigms

DEAR makes essential contributions to today widely accepted paradigms:

- Citizen’s empowerment for change is a central principle of a Human Rights Based Approach to development
- Policy Coherence for Development can only be effective if supported by public mobilisation
- Through DEAR, the public can critically assess aid and development and thus contribute to the development effectiveness principle.

The CONCORD Development Awareness Raising and Education (DARE) Forum works to deepen European public awareness and promote a critical understanding of international development, solidarity, and issues related to global mutual dependence. It aims to foster the participation of all citizens in the European Union, in worldwide poverty eradication, and the fight against exclusion. We seek to encourage and influence more just, equal and sustainable economic, social, environmental, human rights based, national and international policies.

Development education is an active learning process, founded on values of solidarity, equality, inclusion and co-operation. It enables people to move from basic awareness of international development priorities and sustainable human development, through understanding of the causes and effects of global issues, to personal involvement and informed actions of European citizens and public institutions. The concept of development education is a complex and multidisciplinary, taking different forms across the EU, including awareness raising, formal, non formal and informal education, life-long learning, campaigning, advocacy, training and learning. It involves a diverse range of players, predominantly non-governmental organisations (NGOs), civil society organisations (CSOs), trade unions, educators, the media and public institutions.



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