WHY IS IT IMPORTANT?

Citizens are a force for global sustainable development when they:

- advocate for coherent policies
- support development co-operation
- consume sustainably
- volunteer at home and abroad
- mobilise financial resources.

Global education and awareness raising are key to strengthening citizen engagement and for building public support.

We engage for the
SUSTAINABLE DEVELOPMENT GOALS

Education, outreach and an enabling environment for citizen engagement are in place.
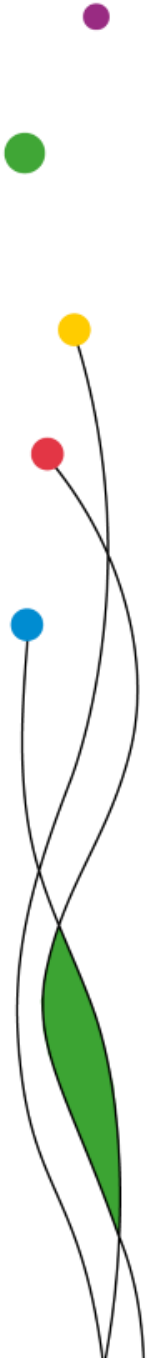
Citizens gain knowledge about global development.

Citizens' attitudes towards development are more positive.

Citizens take action and support public and private policies for development.

BASIC STANDARDS

The 2030 Agenda and Sustainable Development Goals (SDGs) call for **all countries** and **all people** to make a collective effort for sustainable development.

An **enabling environment for citizen engagement**, including policies that facilitate whole-of-society consultation and information access, is essential. See also the [OECD Recommendation on Open Government](#).

Global citizenship education enables governments to raise public awareness of the links between domestic policies and developing countries, and to build support for development co-operation and action across society.

SDG Target 4.7 requires that by 2030, all learners acquire the knowledge and skills needed to promote sustainable development, including through global citizenship education.

A **UNESCO Recommendation (1974)** encourages countries to adopt policies so that education contributes to international understanding and co-operation.

To achieve these goals, global development must be effectively integrated into all types and across all levels of education.

Section I.3 of the [OECD DAC Peer Review Analytical Framework](#) sets out the expectations of the Development Assistance Committee (DAC) on global education, awareness-raising and public support.

GOOD PRACTICES

Policy and strategy

Comprehensive global education policies are in place to strengthen learning, awareness and public support across society and stakeholders.

Policies set out objectives and actions for all stakeholders, including education systems, civil society organisations and social sectors, local authorities, the private sector and the media. These reflect existing challenges and opportunities related to awareness, attitudes and action in the country.

- Belgium's development education policy has clearly identified target audiences, builds on lessons learned and encourages all partners to implement innovative approaches to raising awareness.

- Ireland's Development Education Strategy pursues a universal approach and builds on broad partnerships with all relevant stakeholders.

GOOD PRACTICES

Collaboration and transparency

All relevant ministries contribute, including those outside the education sector. All stakeholder groups are consulted and engaged on relevant policies. Comprehensive and transparent information about development co-operation activities is publicly available, and outreach and communication are tailored to target groups.

- Governments, including Portugal and Korea, include global citizenship education in curricula.

- Ireland held extensive consultations on its development co-operation strategy, enabling it to craft a narrative that successfully combines national interests and values and speaks to the public, civil society and policy makers.

- Networks and platforms in Italy help co-ordinate actions of development education stakeholders.

- New Zealand has invested in data and reporting and now scores much higher in the 2020 Aid Transparency Index.

GOOD PRACTICES

Funding and frameworks

Resources are made available to build stakeholder capacity, for umbrella organisations to mobilise their constituencies, and for teachers to be effective.

Legal frameworks facilitate citizen action such as volunteering, activities of civil society organisations and private donations for sustainable development.

- Ireland's development education strategy has an explicit focus on capacity building of partners.
- Germany has set up a dedicated agency to promote public engagement on development co-operation, including providing guidance and advice to all stakeholders, from citizen to cities, civil society organisations and companies.
- Many DAC members provide favourable tax regimes for donations and civil society engagement.

GOOD PRACTICES

Monitoring, reporting and assessing

Monitoring and evaluation measure progress on public knowledge, attitude and action, allowing policy makers to build evidence on the effectiveness of actions and adapt accordingly.

- The EU regularly conducts Eurobarometer surveys assessing views on and support for development co-operation across its member states.

- Ireland focuses on results through a detailed performance framework that includes outcomes on increased knowledge and behaviour change. This is monitored annually.

- Several EU countries share learning and participate in peer reviews of their development education through the Global Education Network Europe (GENE).

MEASURING SUCCESS

▶ Citizens' **increased awareness and knowledge** fosters a supportive attitude to global sustainable development.

▶ Individual citizens and organised stakeholders **take action** in support of global sustainable development.

▶ Key actors **engage substantively in political debates** on sustainable development, welcoming progress, providing concrete proposals for improvement and contributing to accountability.

RESOURCES

The OECD Development Communication Network (DevCom) developed the SDG-Communicator.org with stories and advice to engage citizens for sustainable development.

The OECD produced 12 Lessons from DAC Peer Reviews and the OECD Development Communication Network on Engaging with the Public.

Global Education Network Europe is a network of Ministries and Agencies with national responsibility for policymaking, funding and support in the field of Global Education.

The PISA Global Competence framework provides a tool for policy makers, leaders and teachers interested in nurturing global competence among young people world wide.

Find relevant evaluations via the DAC Evaluation Resource Centre (DEReC).

Relevant topics in this series

Policy coherence, as public support is an important enabler for progress towards coherent policies.
Civil society organisations are key stakeholders for public outreach [*forthcoming*]
Private sector engagement can generate whole of society action [*forthcoming*]

DEVELOPMENT CO-OPERATION
FUNDAMENTALS

This series unpacks development co-operation standards and illustrates how DAC members are applying them. Applying standards can help all actors to fulfil their ambitions and commitments.

Each *Fundamentals* document introduces a *key aspect* of effective co-operation, sets out *basic standards*, offers *good practice* examples, and identifies *relevant resources.*

Other topics in this series, which is being expanded and updated regularly, can be found **here**. For any comments contact **DCD.TIPs@oecd.org**.

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