

**PANOS  
PARTNERSHIP PROGRAMME AGREEMENT (PPA)  
ANNUAL REVIEW 2004-05  
DFID RESPONSE**

## **SUMMARY**

### **Generation of more intensive and inclusive public debate**

- The report on this work is impressive and detailed
- PANOS is clearly a leading player in this field
- The breadth and quality of activity is impressive
- PANOS clearly demonstrate the value and impact of their work in this area
- This work is closely aligned with DFID's priorities, particularly in relation to our governance agenda
- Case studies provided will be of interest to DFID

### **The creation of communication channels**

- This work has been very successful, and the quality of is impressive
- PANOS support for radio listening and production clubs has clearly stimulated in-country policy debate in a number of areas, including the Environment, conflict, and gender
- It would be interesting to have a little more information on what PANOS is doing to promote the 'demand side' from policy makers and other decision makers in the area of 'bottom-up' communication channels into policy.

### **Policy dialogue with international organisations on promoting media pluralism**

- PANOS' work in this area is going very well
- Their work at the international level is impressive
- Information about the impact of this work would be useful
- It would be also useful to see the strategic vision behind the activities outlined in the PPA report

### **The capacity building of media and other communication actors**

- This is a strong area of work for PANOS. The case studies provided in the report are compelling, and may be of use to DFID's ICD team, particularly in 'selling' the value of media capacity building to our country offices

- The media fellowships in Zambia are an impressive example of how PANOS can add value

**The promotion of partnership, ownership and accountability within the response to HIV and AIDS**

- PANOS has made significant progress in this area.
- Through its work it has helped to ensure that the voices of those affected by HIV and AIDS are increasingly incorporated by the media
- PANOS' influence on the development of communication strategies by several international organisations has been extremely important
- Internationally, PANOS is seen as a key player in the area of AIDS and communication

## 1. Background

- 1.1 DFID agreed a PPA with PANOS in June 2004. The purpose of the partnership is to provide support for the Panos Institute in pursuit of its strategic objectives around five themes:
- More inclusive public debate
  - Improved communication channels
  - Policy dialogue
  - Capacity building
  - HIV and AIDS
- 1.2 The Annual Report produced by PANOS provides an overview of the progress PANOS made towards meeting the outcomes of the PPA during 2004-05.
- 1.3 To date, the PPA has been successful. DFID support has facilitated the expansion and strengthening of the PANOS network, which has had a direct impact on their ability to work regionally.
- 1.4 All areas of activity are progressing well, and work to evaluate some core activities is underway. Feedback from DFID country offices on PANOS' work has been extremely positive. Advisers found them committed, professional, experienced, credible and respected, and very good at making local relationships and building their work within the specifics of the local context. The quality of PANOS' work is seen as thorough, and well respected by other NGOs, donors and local partners.
- 1.5 Even in areas which PANOS identified as challenging, such as working in fragile and post-conflict environments, feedback from DFID colleagues has been positive.
- 1.6 Being a decentralised organisation, with a light infrastructure, it is also seen as flexible and efficient in terms of administrative costs.
- 1.7 One thing which is not mentioned in the report which is of interest to DFID is PANOS' attempts to harmonise its relations with its donors (reducing transaction costs whilst maximizing learning across donors). This is welcomed by DFID, and we aim to support this as required (for example, we will host a PANOS donor meeting in early 2006).

## 2. Public debate

### **Strategic outcome in the PPA**

To enable PANOS to generate a more intensive and inclusive public debate.

## **Progress**

- 2.1 The report on this work is very impressive and detailed. It is closely aligned with DFID's priorities, particularly in relation to our governance agenda.
- 2.2 PANOS has supported a number of in-county debates – using radio discussions, and stake-holder meetings (including members from government, civil society and the media) – to influence policy and bring issues that affect marginalised people into the public domain. The impact of these interventions is well documented in the report, and the case studies provided could be useful material for DFID.
- 2.3 In particular, DFID's ICD team, which seeks to mainstream these issues across DFID, would find more detailed information about the practicalities of implementation extremely useful.
- 2.4 PANOS has also supported work to strengthen media capacity to gather and amplify voices of the poor – for example, the Caribbean office ran a fellowship programme which supported local journalists in reporting on local and international conferences.
- 2.5 The experiences PANOS documents in the report, in particular those outlined in the case studies, clearly demonstrate that the PANOS network is an innovative and important partner for DFID, who could learn a great deal from their practical experiences on the ground.

## **3. Improved communication channels**

### **Strategic outcomes in the PPA**

To enable PANOS to work on the creation of communication channels so that people living in poverty can both communicate their perspectives in public and private policy debate, and have their voices heard

## **Progress**

- 3.1 Work on the creation of communication channels so that people living in poverty can both communicate their perspectives in public and private policy debate, and have their voices heard, has been extremely successful.
- 3.2 PANOS support for radio listening and production clubs has clearly stimulated in-country policy debate in a number of areas, including the Environment, conflict, and gender.

- 3.3 PANOS support to oral testimony projects (which built links between the organisations that gather the testimonies and the mainstream media) demonstrate the organisation's ability to work at a number of levels (e.g. locally and nationally) and to genuinely bring the voices of the poor and marginalised into national policy debates (e.g. in Pakistan)
- 3.4 PANOS' support for local content production, for example with women's radio listening clubs in Malawi and Zambia, is an area DFID would like to hear more about. The case studies are possibly a good channel for sharing this work with others in DFID.
- 3.5 It would be interesting to have a little more information on what PANOS is doing to promote the 'demand side' from policy makers and other decision makers in the area of 'bottom-up' communication channels into policy.

#### **4. Policy dialogue**

##### **Strategic outcome in the PPA**

To enable PANOS to engage in policy dialogue with international organisations on promoting media pluralism.

##### **Progress**

- 4.1 PANOS' work to promote policy debate and joint working on media and communication issues seems to be going well. In particular, a media audit in Zambia has led to a number of positive outcomes, including increased debate around community media and capacity development; and improved networking and lesson sharing among media organisations.
- 4.2 In addition, their work at the international level, through the UN roundtable, the OECD, and SDCs donor group, sounds impressive.
- 4.3 Some information about the impact of this work would be useful, but perhaps it is too early to provide any concrete results. It would be also useful for DFID to see the strategic vision behind the activities outlined in the PPA report (in other words, is this policy dialogue planned and strategic, or is it more opportunistic?)

## 5. Capacity building

### Strategic outcome in the PPA

To enable PANOS to build the capacity building of media and other communication actors

### Progress

- 5.1. This is a strong area of work for PANOS. They have effectively established initiatives to support and build the capacity of the media, including fellowships, seminars, and training initiatives.
- 5.2. PANOS has produced and disseminated a number of training resources (covering the Information Society, AIDS, gender, and PRSPs) which have been sent to journalists, media houses, and media training institutes (a number of these have also been circulated around DFID, e.g. the PRSP document)
- 5.3. The case studies provided in the report are compelling, and may be of use to DFID's ICD team, particularly in 'selling' the value of media capacity building to our country offices.
- 5.4. The media fellowships in Zambia are an impressive example of how PANOS can add value. In particular, these served to strengthen the capacity of the media (journalists) to seek information from a range of stakeholders and experts within the country on a number of key issues.

## 6. HIV and AIDS

### Strategic outcome in the PPA

To enable PANOS to promote partnership, ownership and accountability within the response to HIV and AIDS.

### Progress

- 6.1. PANOS has made significant progress in this area. It has provided in-country media support, including media training for the International AIDS conference to journalists in India, Dominican Republic, Zambia and Ethiopia.
- 6.2. In addition, it has provided media and policy training for people living with HIV and AIDS (e.g. in Haiti), and has ensured that the voices of those affected by HIV and AIDS are increasingly incorporated by the media.
- 6.3. PANOS' influence on the development of communication strategies by several international organisations, including DFID and WHO, has been extremely important, particularly in providing a 'social change' perspective.
- 6.4. Internationally, PANOS is seen as a key player in the area of AIDS and communication. This is due to a combination of excellent technical analysis, on-the-ground experience, and willingness to perform a 'challenge function' at the international level.

## **7. Monitoring and evaluation**

- 7.1 PANOS has undertaken work to build its own capacity to monitor and evaluate its activities, supported by its DIME unit (Development Information Monitoring and Evaluation).
- 7.2 Activities have included planning workshops in Southern Africa, Paris, and London.
- 7.3 Plans are in hand to design evaluation approaches and data-gathering processes for the M&E work. Several projects have already been selected for evaluation under each of the five thematic areas.
- 7.4. It will remain important for DFID and PANOS to maintain regular contact over the duration of the PPA. In addition to the formal end of year report from Panos, which details progress against the PPA strategic outcomes, DFID would like to maintain a close relationship to facilitate lesson sharing and peer-reviewing of work.
- 7.5. It would also be useful for DFID to see the latest version of the PPA monitoring framework.