



Association for the Development of Education in Africa  
Association pour le développement de l'éducation en Afrique

THE ADEA WORKING GROUP ON COMMUNICATION  
FOR EDUCATION DEVELOPMENT [COMED]

# AT A GLANCE



# 10

# YEARS

1999 - 2009

# vision and mission



## Vision

**Placing communication at the center of education in Africa**

**As the *Leading African Communication for Education Resource Agency*, COMED will become the **SUSTAINABLE** independent, continental reference and facilitating agency for excellent communication practices in the field of education and development [advocacy, capacity building, analysis/ research / documenting back practices]**

## Mission

**To Promote Communication as a Core Element of Education Development and Reform in Africa**

**Communication will be placed at the heart of education and development in Africa by**

- **advocating the importance of good communication practices among key stakeholders;**
- **building capacity to stimulate robust public debate;**
- **pooling and exchanging knowledge and experiences of successful communication practices among Ministerial communication officers, media and communities; and**
- **promoting relationships of trust and carrying great weight partnerships among them**

# introduction

From its conception in 1998, the need for the Working Group on Communication for Education and Development (WG COMED) was based on the idea that education systems work best in the context of well-developed partnerships and trust between the multiple actors involved.

This partnership implies a host of actors and participants who should be informed and concerned; namely: students, school authorities, teachers, parents, community members, Ministries of Education and their financing partners, researchers, taxpayers, decision-makers, administrators who implement programs, legislators who vote budgets and media professionals.

ADEA's concern for communication was first manifested in 1997 during the Biennial Meeting in Dakar, Senegal. It was observed that very few African journalists in both written and spoken media had a solid understanding of education issues and paid specific attention to the sector when it came to doing stories (articles, programs, etc); and secondly, most of the ministerial communication officers focused on the communication and public relations needs of the minister in question. Such were the basic observations that gave rise to COMED.

As a result, Late **Akintola Fatoyinbo** laid the foundation for COMED and become its first coordinator. In 1998, the COMED programme was launched as a joint initiative conducted by the ADEA Secretariat and the West African News Media and Development Centre (WANAD) in Cotonou, Republic of Benin.

The COMED programme aimed to:

- (i) develop capacities for informed and reliable reporting on education and develop the media's awareness of education issues, and
- (ii) develop capacities of ministerial communication officers so that they view the media as potential allies for the development of education,
- (iii) be in a position to fully understand the issues
- (iv) propound communication strategies for the development of education.





## COMED ACTIVITIES

COMED's operational activities fall into four groups

- Training workshops
- Event coverage
- Provision of expertise and
- The African Education Journalism Award now known as the Akintola Fatoyinbo Award.

## WANAD and COMED

The Working Group on Communication for Education and Development (WG COMED) is the brain-child of the Late **Akintola Fatoyinbo** who was also WANAD's Founding Director. Fatoyinbo laid the foundation for COMED and become its first coordinator in 1998, when the programme was launched as a joint initiative conducted by the ADEA Secretariat and the West African News Media and Development Centre (WANAD) in Cotonou, Republic of Benin. COMED became a Working Group in 2002.

- COMED's organizational structure has been lean and effective.
- There is a Memorandum of Understanding between COMED and WANAD that covers the rights and duties of each party.
- COMED has managed to accomplish an impressive array of activities with a small staff that overlaps with WANAD.



## COMED AND OTHER ORGANISATIONS

1. The Federation d'Association des Parents d'Élèves known as FAPE is directly concerned by COMED's activities. COMED's work with FAPE, has been largely focused on support to FAPE's "School for Parents" project in three countries using radio to sensitize parents on the importance of schooling. Interviews with FAPE indicate clear appreciation for COMED's inputs, especially (i) its expert inputs for the elaboration of a radio-use strategy, and (ii) its ability to provide opportunities for networking with the press. In addition, FAPE's "School for Parents" project appears to have positive impacts on enrolments.
2. COMED works with other organizations such as PANOS and university schools of communication and journalism.
3. COMED has been quite effective in promoting contacts between journalists and communication officers through Africa. There has been more than 30 (sub) regional workshops, the media coverage of over 40 events where COMED brings journalists from several countries to the event, and the five study tours (two of which were for the Africa Education Journalism Award prizes and two were exchanges between Senegal and Djibouti communication officers) all attest to this.
4. COMED also promotes exchange of expertise as in the examples of FAPE -- the visit to the communication unit of the MoE in Norway by Liberian and Senegalese communication officers, and exchanges between Senegal and Djibouti.



ADEA's current strategic plan calls for strategic objectives that are pertinent to COMED:

**Strategic Objective 1:** *Foster, among the major actors, the development of a shared understanding for coordinated and effective action with regard to the major challenges facing educational development in Africa.*

**Strategic Objective No. 2 :** *To contribute to the achievement of objectives concerning continental and regional integration within the education sector, as defined by the African Union and its NEPAD program through the Plan of Action of the Second Decade of Education for Africa (2006-2011) and the Science and Technology Consolidated Plan of Action.*

**Strategic Objective No. 3:** *To produce knowledge and lessons drawn from successful experiences in areas that are critical to the qualitative transformation of education in Africa in order to strengthen policy and build capacity for reform.*

**Strategic Objective No. 4:** *To disseminate as widely as possible the messages and findings accumulated by ADEA through policy dialogue, analytical research and exchange, in order to support the sharing of knowledge, mutual learning and capacity-building.*

**Strategic Objective No. 5:** *To improve the performance of ADEA in the areas of management, planning, evaluation and reporting, while also strengthening institutional capacity and organizational mechanisms.*







1998-  
2006



# COMED activities

- **Experts' Consultation Meeting** October 12-16, 1998
- **Sub-Regional Training Workshop for West Africa** September 13-18, 1999 Cotonou (Benin) Bilingual
- **Ministerial Meeting on the theme of "Communication for Education"** March 17, 1999
- Harare (Zimbabwe)
- **Consultation Meeting** October 12-16, 1998 Cotonou (Benin)
- **ADEA Ministers Forum** October 25, 1999 Paris (France) Bilingual
- **Regional Training Workshop on Communication for Education for Southern and Eastern African Countries** February 16-26, 2000 Harare (Zimbabwe)



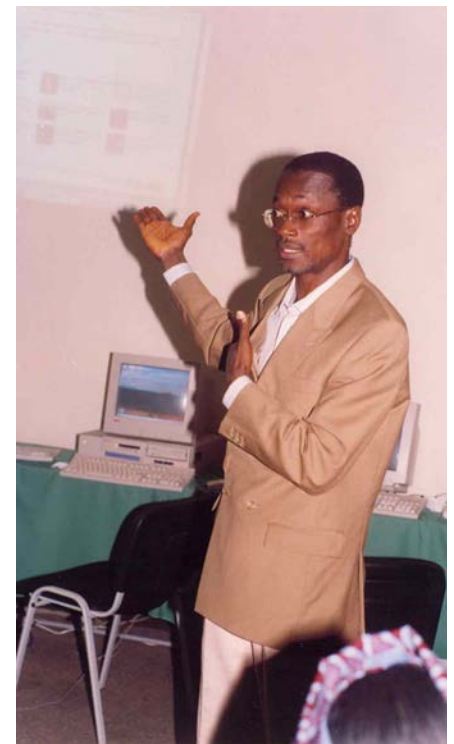
- **National Training Workshop on Communication for Education for Senegalese Journalists and Communication Officers** April 17-20, 2000 Dakar (Senegal) French
- **Regional Workshop on Communication for Education (Central Africa and Indian Ocean)** June 28-July 7, 2000 Yaoundé (Cameroun) French



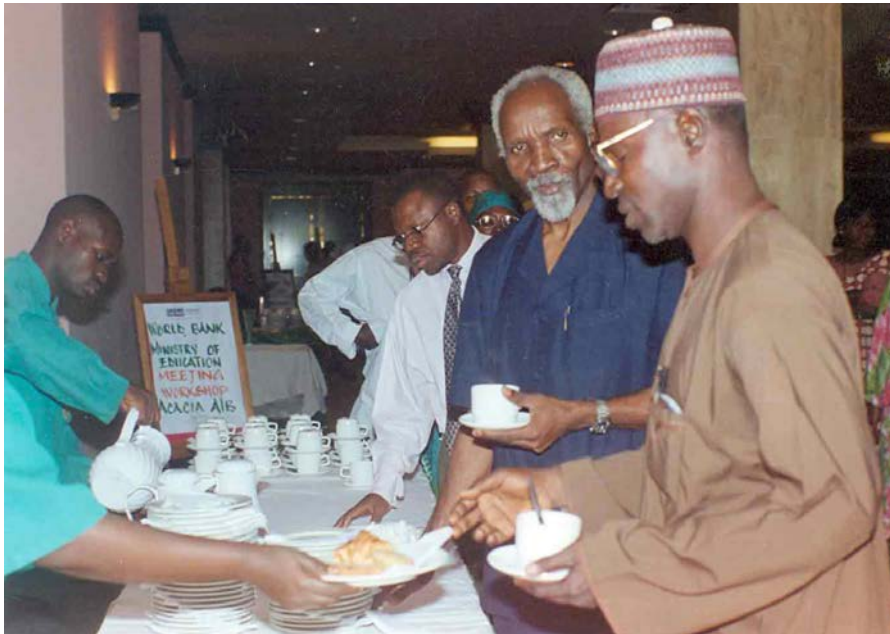
# 1998 TO 2006



- **Evaluation Workshop on COMED Program Activities** December 6-9, 2000 Cotonou (Benin) Bilingual
- **Regional Training Workshop for Trainers in Communication for Education** May 22-26, 2001 Abuja (Nigeria) Bilingual
- **Sub-Regional Training Workshop for Journalists on Education Statistics** June 20-22, 2001 Dakar (Senegal)
- **Creation of an Internet Forum for Journalists and Communication Officers** August 2001 Cotonou (Benin)
- **Pre-Biennale Workshop on Communication for Education and Development** October 2-3, 2001 Dar-es-Salaam (Tanzania)
- **Media Coverage of the ADEA Biennial Meeting** October 8-11, 2001 Arusha (Tanzania)
- **Preparatory Mission for Nigerian National COMED Workshop** January 27, 2002 Lagos/Abuja (Nigeria)
- **Nigerian National COMED Workshop** February 3-9, 2002 Abuja (Nigeria) English
- **Working Sessions, Benin Ministries of Education** February 14, 2002 Cotonou (Benin)
- **Preparatory Mission, Liberia National COMED Workshop** March 17-24, 2002 Monrovia (Liberia)



# COMED activities



- **Preparatory Mission, Ghana National COMED Workshop** March 21-23, 2002 Accra (Ghana)
- **Ghana National COMED Workshop** March 24-30, 2002 Accra (Ghana)
- **ADEA Steering Committee** April 2-4, 2002 Paris (France)
- **International Meeting on Communication for Development** May 20-24, 2002 Bellagio (Italy)
- **Meeting of the Jury of the African Education Journalism Award** May 29-30, 2002 Cotonou (Benin)
- **National Workshop for Liberia Journalists and Communication officers** June 21-27, 2002 Monrovia (Liberia) English
- **IIEP Policy Forum** June 20-21, 2002 Paris (France)
- **Study Visits of Winners of Africa Education Journalism Award** June 29-July 9, 2002 Paris (France) London (GB)
- **COMED Curriculum Review 2002**
- **Advisory Services for FAPE** July 1-August 12, 2002 Senegal, Burkina Faso and Guinea
- **IIEP Summer School Training Workshop on Education project management** July 8-12, 2002 Paris (France)
- **HIV/AIDS in Education Project: Consultation on Video Production** August 19-25, 2002 Cotonou (Benin)
- **Media Training on Early Childhood Development** October 25 & 26, 2002 Asmara (Eritrea) English
- **Media Coverage of Conference on Early Childhood Development** October 28-31, 2002 Asmara (Eritrea)
- **National Workshop for Tanzania Journalists** November 29-30, 2002 Dar-Es-Salaam (Tanzania)
- **Media Coverage of MINEDAF Meetings** December 2-6, 2002 Dar-Es-Salaam (Tanzania)
- **HIV/AIDS Education Project : Pilot Project** 2002-2003 Cotonou (Benin)
- **Directories Project** 2002-2003 Paris (France)
- **Mission to ADEA** January 20-22, 2003 Paris (France)
- **National Seminar on Education, Communication and Reform** January 25-30, 2003 Djibouti
- **The February Round Table** "Challenges of Education for Development in Africa" February 12, 2003 Cotonou (Benin)



- **WANAD Board of Directors Meetings/COMED Presentation** February 12, 2003 Cotonou (Benin)
- **COMED Network Forum Discussion** February 13, 2003 Cotonou (Benin)
- **Inter-Training Seminar on Policy Dialogue in Education Sector** March 1-8, 2003 Bamako (Mali)
- **FAPE Sub-Regional Workshop on National Strategies for the Implementation of "L'Ecole des Parents"** March 25-28, 2003 Dakar (Senegal)
- **ADEA Steering Committee Seminar** April 2-4, 2003 Maseru (Lesotho)
- **Inter-Training Seminar on Policy Dialogue in Education Sector** April 5-12, 2003 Dakar (Senegal)
- **HIV/AIDS Pilot Project: Data-Gathering Phase & Training for Interviewers** April 9-10, 2003 Cotonou (Benin)
- **Akintola Fatoyinbo Africa Education Journalism Award : Selection of Articles for the 2003 Competition** April-June 2003
- **Sub-Regional Ministerial Meeting on Effective Responses to the HIV/AIDS Pandemic in the Education Sector: From Studies to action** May 27-29, 2003 Libreville (Gabon)
- **Announcement of the Prize Winners of the 2003 Competition** June 4-6, 2003 Nairobi, Kenya
- **National Workshop on Communication for Education and Development** June 6-7, 2003 Kampala (Uganda) English
- **Media Coverage of the First Regional SEIA Conference** June 9-13, 2003 Kampala (Uganda)
- **National Media Training Workshop on Gender and Education** June 23 & 24, 2003 Ouagadougou (Burkina Faso) French
- **Media Coverage of the Girls' Education Initiative in Western and Central Africa** June 24, 2003 Ouagadougou (Burkina Faso)
- **Media Coverage of the Regional Workshop on Investment Options in Education for All : Addressing Gender and Other Disparities** June 25-27, 2003 Ouagadougou (Burkina Faso) Bilingual



- **Discussions on WG COMED Funding with NORAD, The World Bank and Norwegian Authorities** July 2, 2003 Oslo (Norway)
- **ACCE 13<sup>th</sup> Biennial Conference** August 10-13, 2003 Abuja (Nigeria)
- **Study Tour for Winning Journalists** September 20-October 3, 2003 Paris (France) London (GB) Washington (USA)

# COMED activities



- **National Workshop on Communication for Education** September 22 and 26, 2003 Accra (Ghana) English
- **Media Coverage of the Conference on Improving Tertiary Education in Sub-Saharan Africa** September 23-25, 2003 Accra (Ghana)
- **Inter-Training Seminar on Policy Dialogue in Education Sector** November 13-17, 2003 Dakar (Senegal)
- **Workshop and Media Coverage of the Sixth Biennial Meeting of ADEA** December 3-6, 2003 Grand Baie (Mauritius) Bilingual
- **The February 12 Round Table: Challenges of Integration in Africa** February 12, 2004, Cotonou (Benin)
- **FAPE Meeting on "L'Ecole des Parents"** February 26-27, 2004 Cotonou (Benin)
- **COMED Steering Committee Meeting** March 1-3, 2004 Cotonou (Benin)
- **ADEA Steering Committee Seminar** April 13-15, 2004 Geneva (Switzerland)
- **Transmission of the FAPE Composite Document on "L'Ecole des Parents" to ADEA Secretariat** April 21, 2004 Cotonou (Benin)
- **Media Coverage of the Conference on Education in Countries in Crisis or Post-Conflict Circumstances** June 2004 Mombasa (Tanzania)
- **National Workshop for Senegalese Education Journalists and Communication Officers** June 4-5, 2004 Dakar (Senegal)
- **Media Coverage of the Second African Conference on Secondary Education (SEIA)** June 6-9, 2004 Dakar (Senegal) Bilingual
- **Media Coverage of the Conference on Scaling Up Best Practices in Girls' Education in Africa** June 23-25, 2004 Nairobi (Kenya) Bilingual

# 1998 TO 2006

- **National Workshop for Kenyan Education Journalists and Ministry of Education Communication Officers** June 28-29, 2004 Nairobi (Kenya) English
- **Jury Meeting of the Third Annual Africa Education Journalism Award** July 6-8, 2004 Libreville (Gabon) Bilingual
- **Transmission of the Memorandum of Understanding for FAPE Project to Each Country** July 14, 2004 Cotonou (Benin)
- **Review of the Nigerian Mass Communication Policy** July 14-16, 2004 Abuja (Nigeria)
- **Review and Publication of Curriculum for Training of Journalists and Communicators** July 19-August 20, 2004 Cotonou (Benin) Lagos (Nigeria)
- **Media Coverage of the Ministerial Conference on the Integration of ICTs in Education: Issues and Challenges in West Africa** July 26-30, 2004 Abuja (Nigeria) Bilingual
- **Regional Workshop for Journalists on ICTs in Education** July 28-29, 2004 Abuja (Nigeria) Bilingual
- **Directory of Training Institutions and Competencies/Directory of African Media** July-August 2004 Paris (France) Cotonou (Benin)
- **Research (Media Coverage of Education/Case Studies)** Benin, Nigeria July-August 2004
- **Africa Education Journalism Award Study Tour** September 18-October 2, 2004 Paris (France), London (GB)
- **COMED Steering Committee Meeting** September 26-27, 2004 Oslo (Norway)
- **Liberia and Senegal Communication Officers' Visit to the Communication Unit of the Ministry of Education in Norway** September 28, 2004 Oslo (Norway)
- **Media Coverage of the Conference on Education Quality in Africa** September 29, 2004 Bergen (Norway) English
- **Akintola Fatoyinbo Africa Education Journalism Award Ceremony** October 02, 2004 Paris (France)
- **Transmission of the Nigerian Mass Communication Policy Document** October 7, 2004 Abuja (Nigeria)
- **AFRICAST 2004** October 26-28, 2004 Abuja (Nigeria)
- **Meeting of WG Leaders and Coordinators** November 16, 2004 Kigali (Rwanda)
- **ADEA Steering Committee Meetings** November 17-19, 2004 Kigali (Rwanda)



# COMED activities



- **Media Coverage of the Conference on Contractual Teachers** November 21-23, 2004 Bamako (Mali)
- **Participation in the Ministerial Meeting on Policy Dialogue in Education for Lusophone Countries** November 29-December 4, 2004 Luanda (Angola)
- **Media Coverage of the Ministerial Meeting on Policy Dialogue in Education for Lusophone Countries** November 29-December 4, 2004 Luanda (Angola)
- **Regional Workshop on Education for Media** January 12-14, 2005 Bamako (Mali) French
- **ADEA WG on Non Formal Education Meeting + Consultations on Africa Education Journalism Award** January 27-28, 2005 London (GB)
- **FAPE Project Evaluation ("L'Ecole des Parents")** January 28-February 2, 2005 Matam (Senegal) French
- **ADEA Secretariat Programming Meeting** February 1-2, 2005 Paris (France)
- **National Workshop for Mali Education Journalists and Ministry of Education Communication Officers** February 21-25, 2005 Bamako (Mali) French
- **National Workshop on Communication for Education and Development/Communication Strategy Development** March 7-18, 2005 Antananarivo (Madagascar) French
- **Intra-African Exchange Program for Senegal Communication Officer** March 13-26, 2005 Djibouti
- **Workshop on Institutional Communication and Public Relations for Madagascar Communication Unit Members** March 24-28, 2005 Cotonou (Benin)
- **Regional Training Workshop for Benin, Djibouti, Madagascar and Senegal Education communication Unit Members** March 28-31, 2005 Cotonou (Benin) French
- **Intra-African Exchange Program for Djibouti Communication Officer** April 2-13, 2005 Dakar (Senegal)
- **Consultation on African Media Awards** April 29-30, 2005 Cotonou (Benin) Bilingual
- **Press Education International Forum** May 19-21, 2005 Sèvres (France)
- **Working Group Leaders and Coordinators Meeting** May 24, 2005 Enghien-les-Bains (France)
- **ADEA Steering Committee Meeting** May 25-27, 2005 Enghien-les-Bains (France)
- **National Media Workshop on Early Childhood Development in Africa** May 27-28, 2005 Accra (Ghana) English
- **Media Coverage of the Third Conference on Early Childhood Development** May 27-28, 2005 Accra (Ghana) Bilingual



- **Media Coverage of the Regional EFA Forum** Dakar 5 June 12-15, 2005 Dakar (Senegal) Bilingual
- **FAPE Project Execution In Burkina Faso** June 22-25, 2005 Ouagadougou (Burkina Faso)
- **Meeting of the Final Jury of the Africa Education Journalism Award** June 28-30, 2005 Accra (Ghana)
- **FAPE Meeting** July 5-8, 2005 Brazzaville (Congo) French
- **Media Coverage of the Conference on Bilingual Education and the Use of African Languages as the Medium of Instruction** August 3-5, 2005 Windhoek (Namibia)
- **National Workshop on Communication for Education and Development** September 2-3, 2005 Addis Ababa (Ethiopia) English
- **Media Coverage of the Regional Capacity Building Seminar on Education for Rural People in Africa** September 7-9, 2005 Addis Ababa (Ethiopia)
- **COMED Steering Committee Meeting** September 11-13, 2005 Nairobi, Kenya English
- **ADEA Steering Committee Meeting** September 29 - 30, 2005 Paris (France)
- **National Workshop for Namibian Journalists and Public Relations Officers on Communication for Education and Development** October 14-15, 2005 Windhoek (Namibia) English
- **National Workshop on Communication for Education and Development** November 7-11, 2005 Brazzaville (Congo) French
- **Launch of the EFA Follow-up Report: Media Coverage** November 14, 2005 Dakar (Senegal)
- **Media Workshop on Literacy in Africa** November 15-16, 2005 Dakar (Senegal)
- **Consultative Seminar on Communication for Education and Development** February 13-15, 2006 Cotonou (Benin)
- **COMED Forum** March 27, 2006 Libreville (Gabon)
- **Media Coverage of the ADEA Biennial Meeting on Education in Africa** March 27-31, 2006 Libreville (Gabon)





# COMED activities

- **Sub-Regional Workshop for Journalists on Education Statistics** April 28-30, 2006 Accra (Ghana) English
- **Workshop of Ad hoc WG on Policy Dialogue** April 21-29, 2006 Dakar (Senegal)
- **Workshop of Ad hoc WG on Policy Dialogue** May 18-19, 2006 Paris (France)
- **OSIWA Workshop** May 30-31, 2006 Dakar (Senegal)
- **IFWJ Workshop** July 18-19, 2006 Johannesburg (South Africa)
- **FAPE Project Review** August 10-11, 2006 Cotonou (Benin)
- **COMED Steering Committee Meeting** 2-3 October 2006 Dakar (Senegal)
- **Séminaire Atelier des Usagers de l'Ecole pour la promotion des Emissions Radiophoniques sur l'Education (Workshop on promoting educational radio programs)** 4-9 Décembre 2006 Pobè (Benin)
- **Regional Workshop for COMED National Networks** January 23-25, 2007 Cotonou (Benin)

In 2007, the COMED Working Group focused on numerous activities. The most important of these were:

- **cooperation with the education ministries of Benin and Burkina Faso**
- **evaluation of COMED's activities program**
- **training of education communicators from Benin**
- **attendance at the African Education Journalism Award ceremony for 2005 prizewinners and the launch of the 2008 edition of the awards**
- **Providing media coverage of various international meetings on education and literacy in Africa, and strengthening the capacity of national networks of COMED.**



Despite the financial problems encountered by the Working Group in 2007, the lessons learned from these activities suggest that there is need for greater emphasis on communication in support of education in Africa. The appointment of Elizabeth Heen of Norad as Chairperson Steering Committee and Norad the lead agency, and the arrival of Lawalley Cole, as the new Coordinator for the WG COMED, were positive signs for the Working Group, which needed additional resources in order to be able to extend its activities.



ACTIVITIES IN

2007

# activities in 2007

- **Regional Workshop to Strengthen the Capacity of National Networks of WG/ COMED.** Participants came from nine African countries: Benin, Burkina Faso, Congo, Ethiopia, Ghana, Madagascar, Mali, Nigeria and Senegal. 23-25 January 2007, Cotonou, Benin
- **Information Day for Beninese Journalists on the National Forum for Education.** 8 February 2007 Cotonou, Benin
- **Roundtable on the School Program in Benin:** 8 February 2007 Cotonou, Benin: 23 February 2007
- **Brazzaville, Congo: Participation in the Meeting of the ADEA Steering Committee** Cotonou, Benin : 28-30 March 2007
- **Media Coverage of the 3<sup>rd</sup> Conference on Secondary Education Initiative for Africa** 2-4 April 2007, Accra, Ghana
- **ADEA Workshop on the 2008 Biennale** 5-6 April 2007, Accra, Ghana
- **Information and Training Session on the Stakes with Girls' Education to Members of the Benin Network** 13 April 2007, Cotonou, Benin
- **Workshop on the Integration of Working of Working Groups Contribution to the ADEA Strategic Plan** 10-11 May 2007 Paris, France

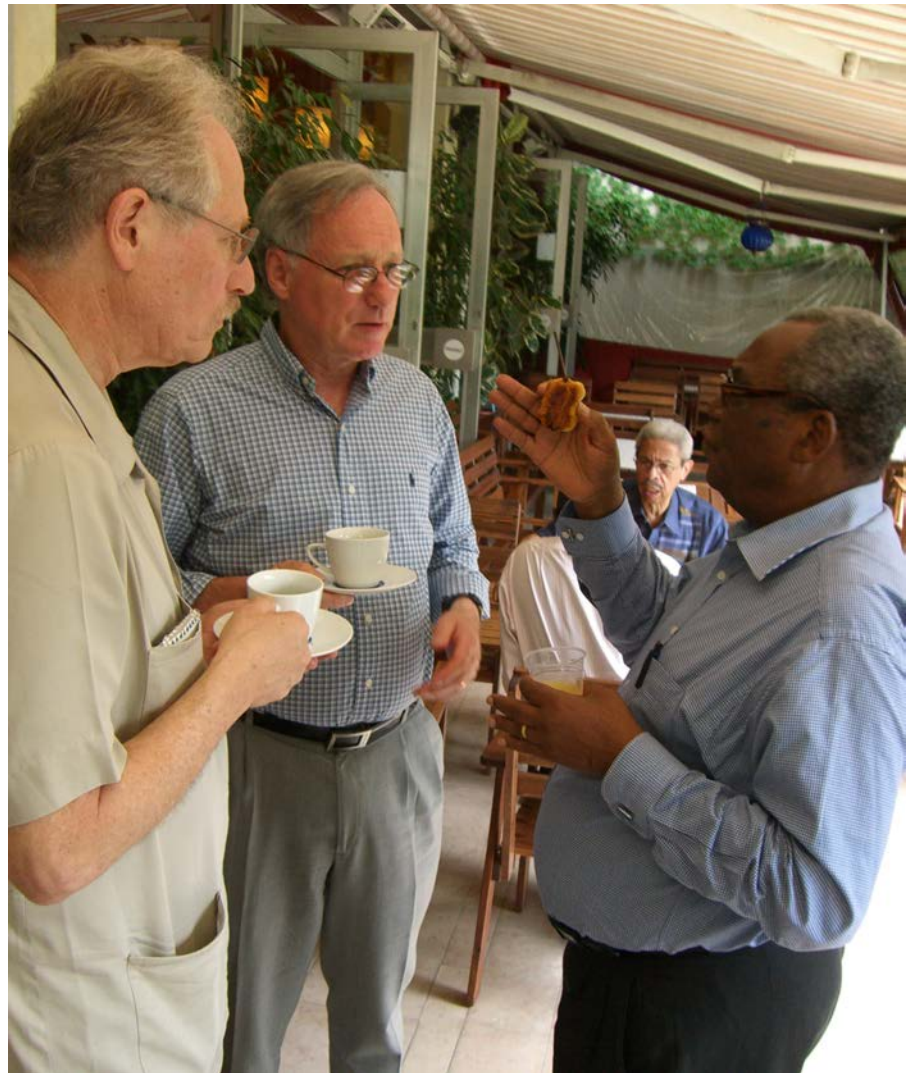




- **Workshop to Strengthen the Capacities of Communicators in Education** 25 May 2007  
Ouagadougou, Burkina Faso
- **Workshop on the Fast-Track Initiative** 25 May 2007  
Cotonou, Benin
- **Media Coverage of School Fees Abolition Initiative Conference** 19-22 June 2007,  
Bamako, Mali
- **Launching of the 2008 AKINTOLA FATOYINBO AFRICA EDUCATION JOURNALISM AWARD.** 21 June 2007, Bamako, Mali
- **Awarding the 2005 AKINTOLA FATOYINBO AFRICA EDUCATION JOURNALISM AWARD prizes to the laureates** 21 June 2007, Bamako, Mali
- **Meeting of the WG COMED Steering Committee** 16-17 July 2007 Paris, France



- **Discussion Session for Members of the network of education journalists known as the RJCE-Benin on the LMD System.** 24 August 2007, Cotonou, Benin
- **African Regional Conference on Literacy.** 10-13 September 2007, Bamako, Mali
- **The Fifth Education Monthly Session of the Members of the Benin Journalists [RJCE-Benin] on the importance and usefulness of Social Dialogue in Benin** 28 September 2007, Cotonou, Benin
- **Meeting of the WG COMED Steering Committee** 1-3 October 2007 Paris, France
- **Mission of the WG-COMED Coordinator to Oslo, Norway.** 4-14 October 2007
- **Meeting of the ADEA Steering Committee** 17-19 October 2007, Emernonville, France
- **Workshop on “Country Leadership for Successful Implementation in the Framework of the EFA-FTI Partnership”** 3-6 December 2007, Tunis, Tunisia
- **High-Level Meeting on Education and Launch of the EFA Global Monitoring Report 2008** 11-13 December 2007, Dakar, Senegal





ACTIVITIES IN

2008

# activities in 2008



## **Two meetings in July and September 2008 to work with the Human Resources Science and Technology Unit of the African Union Commission**

- to develop a Communication strategy for the 2<sup>nd</sup> Decade where it was agreed that the AUC and ADEA/COMED should look into the modalities for the preparation of a communication strategy. This will specifically involve member states of the African Union, Regional Economic Communities, and bilateral and multi-lateral agencies working on Education in Africa.

## **May, 2008 Maputo, Mozambique: Round Table discussion between African ministers of education and education journalists during the ADEA Biennale in Maputo**

- A major event in 2008 was the Biennale organized by ADEA in which over 500 participants including most Ministers of Education in Africa that attended.

## **June 6, 2008, Cotonou, Benin: The sixth monthly meeting of the members of the Benin Network of Journalists and communicators specialized in Education on the theme of “Can Benin achieve EFA goals in 2015?”**



### The Africa Education Journalism Award:

- Activities related to this award started in February 2008 and ended with the Award Ceremony in Maputo, Mozambique in May. COMED had a unique opportunity to play a key role in all stages of the Award procedures. These included participating in the selection of the best published articles and prize winners in Tunis, and organizing and participating in press conferences in Tunis and Cotonou, presiding over the Award ceremony during the ADEA Biennale in Maputo, announcing the winners and awarding the prizes. COMED also supported the ADEA Secretariat in organizing a very successful study tour for the laureates and their editors in Maputo and Johannesburg.







**2008: Participation of WG COMED with members of its network of journalists in several key education and media events in Africa namely:**

- Africa Commission meeting organized by the Government of Denmark,
- the Highway Africa meeting organized by the School of Journalism and Media Studies at Rhodes University in South Africa,
- the High Level Forum on Media and Development organized jointly by the European Union and the African Union,
- the Non-Formal Education Conference organized by the ADEA Working Group on Non-Formal Education and UNESCO to prepare CONFINTEA VI,
- the Regional Conference on Higher Education organized by UNESCO to prepare the World Conference on Higher Education,
- the EFA High Level Group Meeting hosted by the Government of Norway and UNESCO.

**June 16, 2008, Ouagadougou, Burkina Faso: The Africa Commission meeting on Educational Challenges**

**8-10 September 2008, Grahamstown, South Africa: The Highway Africa meeting**

- organized by the School of Journalism and Media Studies at Rhodes University, and
- held at Rhodes University's campus in Grahamstown, South Africa. The theme of this conference was "Citizen Journalism, Journalism for Citizens". About 800 African journalists and communication experts attended this conference.

**11-13 September 2008, Ouagadougou, Burkina Faso: The High level Forum on Media and Development**

- The High level Forum on Media and Development organized jointly by the European Union and African Union was held in Ouagadougou, Burkina Faso from 11-13 September. Several journalists from COMED networks in Burkina Faso, Nigeria and Senegal were invited and participated in the Forum. Among key personalities present in this Forum were the President of Burkina Faso, Mr. Blaise Compaoré, the President of the African Union Commission, Mr. Jean Ping, and the European Commissioner in Charge of Development and Humanitarian Aid, Mr. Louis Mitchell.



**5 - 7 November 2008, Nairobi, Kenya: The Non-Formal Education Regional Conference to prepare Africa's contribution to the World Conference on Non-Formal Education known as CONFINTEA VI.**

- **10-13 November 2008, Dakar, Senegal: The Regional Conference on African Higher Education**  
COMED organized two successful high level press conferences with Ministers and other authorities from the World Bank, the African Development Bank, UN agencies, ADEA and the Association of African Universities.



**16-18 December 2008, Eighth Meeting of the High-Level Group on Education for All, Oslo, Norway: Training of African journalists and media coverage of the event.**

- Six African journalists and two African Ministry of Education communication officers took part in training and in the coverage of the High Level Group meeting in Oslo, Norway with the COMED Coordinator. These journalists benefited from a series of training events with their Norwegian counterparts through Norad's Department for Education and Research and Information Department, and also with the EFA Fast Track Initiative Secretariat. All of them participated in high level interviews and discussions with the African ministers of education present, the Prime minister of Norway, the Queen of Jordan, Ministers from Northern countries and the Director General of UNESCO

- **Operating a WGCAMED website**

Work on the revamped COMED website began in 2008 and has just been completed. This website [www.adea-comed.org](http://www.adea-comed.org) will provide and exchange information about Communication for education in Africa. A lot of background work on the website was done in 2008

### Finalization of the WG COMED medium term strategic plan for 2008 – 2012

- The WG COMED finalized its medium term strategic plan for 2008 – 2012. This Strategic Plan is designed to develop mechanisms for obtaining maximal synergy effect with the strategic objectives of ADEA, and its targets and it adequately reflects key international agreements and initiatives including the MDGs and specifically the broader EFA agenda. It focuses on the changes in vision, policies, strategies, perceptions, understanding, capabilities, attitudes, practices, and relations among the education players in Africa, and enables the working group to clarify its direction in the context of the changing policy environment in the next five years. This document is available in English and French and has now been published for wider dissemination.



### Development of training tool kit:

- COMED started the development of a new standard and innovative tool kit to train journalists, communication officers in Ministries of Education and members of civil society organizations. All the experts who have participated in the development of this tool kit have frequently expressed the need for such a tool kit and its relevance to support communication for education.



### Stopover Formal Meetings

- Formal meetings were held between the Minister of Education of Burkina Faso, Ms. Odile Bonkoungo and the COMED Coordinator, who was accompanied by a COMED Program Officer. Similar meetings and useful contacts were made during stopovers in Kenya – with the Education Secretary, Professor George Godia, the Communications Officer at the Kenya Ministry of Education, Mr. John Mwandikwa, and the Director of the School of Journalism at the University of Nairobi, Dr. Wambui Kiai. Other countries where such contacts and discussions were held include Swaziland, Senegal, and South Africa where meetings were held with large numbers of journalists, civil society groups, communication officers in Ministries of Education and Ministers of Education in those countries.
- **Beneficiary countries:** Burkina Faso, Kenya, Swaziland, Senegal, and South Africa



**CONCLUSION**

Despite the strains in securing financial resources in 2008, WG COMED was able to implement about 50% of its activities with resources from non-traditional sources. This has necessitated the Working Group to be more proactive in establishing partnerships with other institutions and donors in order to implement a full work program in 2009. COMED continued to give priority to establishing partnerships and mobilizing resources using a more cohesive and coordinated approach for the implementation of specific programmatic activities.





ACTIVITIES IN

2009

# activities in 2009



- COMED's operational activities in 2009 can be classified under the following five categories:
  - The development of an innovative and comprehensive tool kit for the training of journalists and communication experts in Africa.
  - Capacity Development and other training activities for journalists and communication experts in Ministries of Education in Africa.
  - Facilitating the development of a communication strategy for the implementation of the African Union Commission's Second Decade of Education in Africa
  - Participation and coverage of special events (such as ADEA conferences and other large international conferences)
  - The reactivation of the renovated COMED website and giving more visibility to ADEA, COMED and its work.
- The development of a comprehensive education tool kit for the capacity development of journalists, communication officers in MOEs and civil society groups in Africa.
- Establishing new partnerships and support from donors to implement the communication strategy.
- COMED has partnered with a number of experts and institutions including 4 universities in Africa (Nairobi, Abomey-Calavi in Benin, Ghana, Legon, and Rhodes University, South Africa) to work on the tool kit since April 2008. Other experts in the tool kit working group included FAWE, EFA campaign groups like ANCEFA, civil society groups, journalists, experts in communication, artists, intellectuals, writers and activists.



- During the Highway Africa Conference held at Rhodes University in Grahamstown, South Africa in September 2009 in which approximately 500 journalists from all over the African continent participated, the AU 2<sup>nd</sup> Decade and the use of the tool kit were given wide publicity and many African journalists have expressed high expectations from the use of this tool kit.
- Due to wide publicity of the tool kit's use for the implementation of the 2<sup>nd</sup> Decade Action plan, new partnerships are now being developed with some donors in the private sector and foundations. Principal among these are DSTV MultiChoice Africa based in Johannesburg who have recently renewed contacts with COMED and expressed interest to support the tool kit development and its implementation for the 2<sup>nd</sup> Decade Plan of Action.







- A 10 day capacity development workshop was held in Windhoek, Namibia from March 9- 18, 2009. This workshop brought together 25 journalists, education specialists, communication officers in ministries of education, university professors and representatives of civil society organizations from 16 African countries to prepare the kit.
- A regional training workshop to trial test and further develop some of the modules in the new comprehensive tool kit was held at Rhodes University in Grahamstown during the Highway Africa Conference in September 2009. This conference is the largest annual gathering of African journalists and media practitioners on the African continent and was held from September 6 – 8. This event preceded the technical workshop, which enabled a number of other journalists and communication experts outside of the tool kit working group to participate in the COMED review exercise. The COMED workshop lasted from 7 – 16 September 2009, with over 16 permanent experts who included journalists, communication experts, and university professors.



- Finally, there were 6 meetings, local training and information workshops for members of the national COMED networks from over 10 countries. They were invited to attend special education events organized in 2009, by ADEA, the World Bank, the African Development Bank and other institutions, and were provided access to significant education actors and information sources. Conferences and meetings were held in:





- Paris – Attendance and participation in media coverage of the World Conference on Higher Education from 4 – 9 July;
- Tunis – prior to the Conference of African ministers of Finance and Education from 10 – 14 July, and participation in media coverage of this conference;
- Bamako - prior to the Bamako +5 Conference on Contractual Teachers from October 22 – 25, and participation in media coverage of this conference;
- Dakar – prior to the Regional ECD Conference from 8 – 9 November, and participation in media coverage of this conference;
- Belem, Brazil – Attendance and participation in media coverage of CONFINTEA VI Conference on Non-Formal Education from 29 November – 5 December 2009;
- Media coverage of the launch of the EFA Global Monitoring Report ensuring quality coverage of international education events through pertinent selection of media and communication workers within the COMED networks.
- In December, 2009 a planning meeting was held at UNESCO headquarters in Paris to discuss and outline COMED's participation in the media coverage of the 2010 EFA Global Monitoring Report. This coincided with the EFA review in Paris. About 100 journalists from the COMED networks participated in an online forum discussion in COMED's website and published various articles in their media on the launch of the report by the UN Secretary General at the UN headquarters in New York. Several special feature articles related to Africa were published by various newspapers in English, French and Portuguese.

- One regional workshop to implement and consolidate the School of Parents (Dakar and Ouagadougou) in order to facilitate the establishment and/or strengthening of the FAPE (Fédération africaine des Associations de Parents d'Elèves) networks. This regional workshop was held in Kinshasa, Democratic Republic of the Congo from 20 – 23 November, 2009. COMED participated in this workshop and provided technical advice on the way forward for the School of Parents project which has recorded remarkable success in the three countries where it was piloted – Senegal, Burkina Faso, and Guinea.
- COMED provided technical support for the organization of a regional network of countries that would share experiences and build skills, of civil society groups at decentralized local levels, to engage in communication to support education initiatives.
- COMED helped to develop a radio-based communication strategy to enable the Federation Africaine des Parents d'Eleves et d'Etudiants, FAPE, implement its project, 'l'Ecole des Parents' in which parents speak to other parents about education and urge them to participate more in the governance and activities of schools. Piloted and evaluated in 2006 in three countries, Burkina Faso, Guinea and Senegal, the project has provided important insights into the contribution that communication among parents and families make to increased enrolment and retention (especially of girls) and parents' participation in school governance and extra-curricula activities.
- FAPE and COMED discussed during the regional workshop in Kinshasa, Democratic Republic of Congo in November 2009 and agreed that this work should be further developed, and extended to at least 12 countries in Africa.
- Two national workshops to test the tool kit for journalists and communication officers were planned to be held in Liberia and Mali. Only one such workshop was held at Rhodes University in Grahamstown, South Africa from May 28 – June 2 2009. This brought together 12 experts and produced a dummy tool kit that was to be used to prepare for pre-testing in five African countries: Liberia, Mozambique, Namibia, Kenya and Congo-Brazzaville.





- Two sub-regional workshops to train communication officers on communication strategies implementation to enable enhanced use of the new sophisticated Tool Kit developed by COMED and its partners – thus equipping communication officers with enhanced knowledge and skills to support implementation of educational programs – and especially all activities pertaining to the Second Decade of Education in Africa.
- Work on the communication strategy for the Second Decade Action was suspended in 2009 due to the investment that necessitated the production of the Tool Kit. Work on this has just restarted in February 2010
- COMED also participated in the Federation of Parent Students Associations workshop held in Kinshasa, DRC in November, and agreed to support the extension of their School of Parents project to 12 countries in Africa for maximum effect.
- Through its involvement of civil society groups such as FAPE and ANCEFA, COMED gained considerable recognition from such groups as a body that could boost advocacy work and enhance the capacity of civil society to communicate about education.
- Meeting of COMED Steering Committee to ensure improved functionality of the Secretariat and reactivation of the Steering Committee in its function to provide advice and quality control. The WG COMED Steering Committee met twice in 2009: In Cotonou from 11 – 13 June and in Tunis from 16 – 17 December.
- The COMED Secretariat functioned effectively in 2009. This is because it is better equipped and has been well strengthened since 2007.
- COMED has become much more visible internationally, and has stimulated a lot of public interest particularly among various categories of media practitioners. These include journalists, civil society groups, communities, communication experts, and several universities on the continent.



- COMED trained over 50 journalists who participated in and provided media coverage at the:
  - World Conference on Higher Education held at UNESCO headquarters in Paris in July,
  - the conference of finance and education ministers to discuss the Impact of the financial crisis on African education held in Tunis in July,
  - The Conference on contractual teachers held in Bamako in October,
  - the regional conference on Early Childhood Development held in Dakar in November,
  - CONFINTEA VI conference on Non-Formal Education held in Belem, Brazil in December.
- In 2009, journalists and correspondents' reports were widely disseminated through several media in Africa as well as through ADEA and other educational networks on the continent and around the world. ADEA's provided funds for the entire COMED budget while the EPDF supported media coverage of two major conferences. There is scope for COMED to ensure full continental media coverage of education related activities, thus ensuring the promoting of dialogue and debates on African education around the continent and beyond.

## COMED EVALUATION RESULTS

- COMED has been so applauded by ministers, Journalists and Communication officers that hardly has any negative word been heard about it. There is broad and enthusiastic agreement that COMED's mission is relevant. Indeed, many interviewees during the 2007 Evaluation of COMED in all categories and countries have indicated that some aspect of COMED—training, seminars, the AEJA—has opened their eyes to the importance and potential of communication for the development of the education sector. Several ministers indicated their need to develop improved communication on the future of education with their society at-large. On the whole, there is a general awareness that communication is a core element in a strategy of education development and reform that can succeed only when it is understood and internalized well beyond the confines of government (i.e. parents, communities, civil society, organizations, etc.).
- Networks exist in four of the five case-study countries: **Benin, Congo, Ghana and Senegal.**
- In *Benin*, the network holds monthly meetings that focus on a topic with a resource person as facilitator. The meetings are well-attended. The network also has a blog and evaluates articles on education.
- In *Congo*, the network was established as a result of the COMED workshop.
- In *Ghana* the workshop provided the impetus for setting up the network of education journalists. It has established a partnership with the Accra-based Association of African Universities (which also hosts the ADEA Higher Education WG).
- The network of education journalists exists since 1999 in *Senegal* and has been quite active.
- Other COMED networks have been active with several activities in 2008 and 2009. COMED will work with up to 10 new networks in 2010 and 2011 to build capacity in media coverage of education events in Africa.





# CONCLUSIONS



# conclusions



## GENERAL CONCLUSIONS:

COMED's program has expanded to a considerable extent with several demands on the Working Group to provide training for African journalists and other media practitioners focusing on education, and to participate in other capacity building activities that are either commissioned or led by other institutions both in Africa and outside of the continent. COMED was able to implement over 60% of its planned activities in 2009 despite resource constraints, and was able to establish partnerships with a number of Africa institutions during the year. COMED will therefore continue to give priority to establishing partnerships and mobilizing resources using a more cohesive and coordinated approach for the implementation of specific programmatic activities.

COMED will continue to further work already started with the African Union to design and implement a Communication strategy for the AU's Second Decade of Education in 2010. COMED will also work with Ministries of Education on the continent and will promote and enhance ministerial capacity for institutional communication on educational issues through the following:

- Widespread use of the new toolkit for journalists and communication experts on the continent;
- National training for communication officers, and other media practitioners;
- Use of other communication techniques and tools;
- Promote public/external relations in Ministries of Education;
- Maintain a viable media/press relations in order to enhance media understanding of education issues in general;
- Support public affairs communication and advocacy – in particular advocacy with media leaders and gatekeepers;
- Help to design ministerial communication strategies.

With the use of social mobilization techniques, COMED will strive to create social consensus at country, regional or area levels on new education initiatives that would complement the current EFA agenda. Communication activities can also be organized to create consensus between NGOs on modalities to support the new initiatives in a collective manner in each country. There is also the aspect of community mobilization where communication activities, on a smaller scale, may be geared towards mobilizing a community to share a vision, promote dialogue within the community, facilitate the emergence of consensus within a group or arouse individual and collective actions needed to address the problem affecting the entire community. The growing emphasis by COMED on communities and decentralized government structures as channels of communication is innovative, and will be furthered as an important strategy for realizing the broad EFA agenda.

# conclusions

## WG COMED STEERING COMMITTEE 2010 - 2012

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Communication Officer:	Ministry of educ. (Kenya)
Chief Director, media liaison national & provincial communication:	Dr Granville Whittle (South Africa)
Journalist:	Bukola Olatunji (Nigeria)
Journalist:	Aliou Goloko (Senegal)
Journalist:	Jethro Goko (South Africa)
ADEA Secretariat:	Thanh Hoa Desruelles
Host Institution – WANAD Centre:	Prof Alfred Opubor
Inter-Governmental Agency:	Manoah Espisu (Commonwealth Secretariat, London)
Private sector:	Skhu 'Xinwa (DSTV Multi-Choice Africa)
Coordinator:	Lawalley Cole (COMED Secretariat/WANAD Centre)



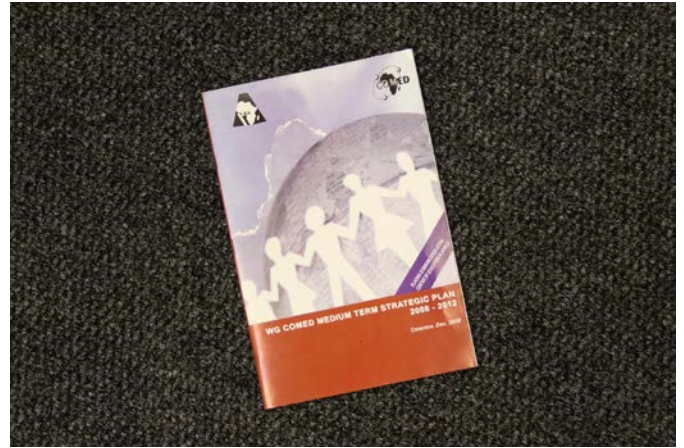
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# conclusions





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