



IDEA Annual Report 2018

IDEA's Strategic Aims 2016 – 2018

- To create an enabling environment for Development Education
- To strengthen the capacity and effectiveness of the Development Education sector in Ireland
- To ensure recognition of Development Education's essential role in achieving global justice, global citizenship and sustainability
- To strengthen IDEA's capacity to work effectively.

Read the IDEA Strategy here: <https://www.ideaonline.ie/about-us/our-strategy/>

IDEA's Vision

IDEA's vision is of an equal, just and sustainable world where empathy, solidarity and active citizenship are fostered, and where people are empowered to analyse and challenge the root causes of injustice, poverty and inequality. Read the full IDEA Vision here:

https://www.ideaonline.ie/uploads/files/IDEA_Vision_FINAL.pdf

IDEA's Mission

IDEA's mission is to work with our members to promote, support and enhance Development Education throughout the island of Ireland. We will:

- Act as a representative voice of Ireland's Development Education sector;
- Encourage shared learning and improve standards of practice within the Development Education sector; and
- Act as a catalyst for partnerships and support collaboration within Development Education and beyond.



IDEA gratefully acknowledges funding received from Irish Aid's Civil Society and Development Education Unit. The ideas, opinions and comments in this report are entirely IDEA's responsibility and do not necessarily reflect those of Irish Aid.

Trócaire

CONCERN
worldwide



IDEA is also funded by Concern Worldwide and Trócaire and the Bridge 47 project is co-funded by the European Union. The ideas, opinions and comments in this report are entirely IDEA's responsibility and do not necessarily reflect those of our funders.

IDEA is a registered Charity: Charitable Tax Exemption Number: CHY 16504; Registered Charity Number: 20144517

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A Message from the Director

During 2018, IDEA and our members continued to create our story of change for Development Education. IDEA has been a key voice and catalyst for change for 15 years, consistently championing and supporting Development Education in Ireland. In 2018 we consolidated and developed IDEA's core work, building on our successes and learning, planning for the future of IDEA, and raising awareness of the importance and potential of Development Education to wider audiences.

IDEA's 2016-2018 Strategy, developed in consultation with our members, continued to guide our work. IDEA is currently in the process of developing our strategy for the next 5 years from 2019 – 2023. This will be finalised in spring 2019. The Strategy process is engaging members and key stakeholders to ensure IDEA's aims reflect the current priorities of the Development Education sector in Ireland as well as anticipating and shaping the future for Development Education in Ireland.

Last year saw the beginning of our 2018 -2021 Strategic Partnership programme with Irish Aid, building on the successes of our previous Strategic Partnership 2013-2017, and providing a comprehensive response to needs identified by IDEA members. We also began working with the EC DEAR funded consortium project '*Bridge 47: Building Global Citizenship*', developing new partnerships and increasing recognition of the importance of Global Citizenship Education to the Sustainable Development Goals (SDGs).

2018 highlights include the development of our Code of Good Practice for Development Education member-led advocacy on topics such as the Irish Aid White Paper, developing new potential partnerships for our sector through Bridge 47 recognition of Development Education in Ireland's National Implementation Plan for the SDGs, and representing Irish and global civil society when addressing the UN High Level Political Forum on the centrality of Global Citizenship Education to the SDGs..

Development Education has a key role to play in Irish society. To be an equal, just and sustainable society, and a leader on equality, justice and sustainability globally, we need active citizen engagement & participation. Ireland's International Development programme cannot be realised without Development Education. A strong sector delivering quality and impactful Development Education is crucial to maintaining and enhancing public engagement with Ireland's role in the world and Ireland's ability to ensure equality for all at home and overseas.

As a member of Coalition 2030, we are playing a central role in civil society promotion of the importance of Ireland taking a 'whole of society' approach to the SDGs and having a National Implementation Plan that will deliver the transformative agenda of the SDGs.

The principal of universality which is central to the Sustainable Development Goals is also central to Development Education. The expertise and experience of the Development Education sector can and must be utilised if Ireland is to deliver Agenda 2030 and play its part in creating a just, equal and sustainable world. IDEA is working to ensure this happens and we will continue to build on this progress throughout 2019 and beyond.

Advocacy

In 2018 our policy and advocacy work focused on implementation of the Irish Aid Development Education Strategy, the Irish Aid White Paper, the Sustainable Development Goals (SDGs) - in particular Ireland's National Implementation Plan and the role of Development Education in the delivery of the SDGs globally - and ongoing engagement with educational & curriculum reform.

100% think IDEA's work is effective in supporting and strengthening the Development Education sector in engaging with policy, advocacy and research – Annual Members Survey 2018

We continued to build on the high level of engagement our sector brought to the development of the Irish Aid Development Education Strategy to ensure that IDEA as a network is engaging with the implementation of the Irish Aid Development Education Strategy on an ongoing basis through regular liaison with Irish Aid and through IDEA Task Groups.

There was an increased emphasis on IDEA members' engagement in our policy and advocacy work this year. IDEA facilitated a group of members to develop messaging and submissions on the Irish Aid

8 policy opportunities engaged with by members with the support of IDEA

White Paper, ensuring shared messaging for the Development Education sector. All IDEA members received briefings and were invited to contribute. Members were encouraged to adapt and include IDEA messages in their organisational advocacy. This proved very successful, with

NGOs integrating aspects of the IDEA Development Education sector messaging into their overall advocacy and policy positions. We will build on this approach for future advocacy work to enable us to advocate more effectively as a whole network and sector.

IDEA also developed briefings and submissions in collaboration with members on Budget 2019, Education for Sustainable Development (ESD) National Strategy Mid-term review, Coalition 2030 Voluntary National Review (VNR) Shadow Report and VNR compendium. We shared submissions, briefings and policy and advocacy opportunities with members including the ESD Forum and the SDG Stakeholder Forums.

Representation of the sector included membership of the Department of Education and Skills ESD National Strategy Advisory Group. IDEA is also a member of the Steering Group of Coalition 2030, a civil society coalition advocating on the national implementation of the SDGs in Ireland, playing an active role in its advocacy and coordination. Through this work we have highlighted the central role for Development Education in achieving the transformative potential of the SDGs, and participated in civil society meetings with Ministers and Senior Officials across government departments, with UN officials including Deputy Secretary General Amina Mohammed.

Members represented at national and EU policy level and/or with key institutional 'gatekeepers' on 7 occasions

IDEA represented Irish civil society and Irish Development Education at the UN High Level Political Forum in July. IDEA Director, Frank Geary, addressed the High Level Political Forum intergovernmental review of SDG 12, as representative of the UN Education and Academia Stakeholder Group, highlighting the requirement within the goal for all member states to implement Global Citizenship

Education and Education for Sustainable Development. IDEA members Valerie Duffy of NYCI and Elaine Nevin of ECO-UNESCO addressed the High Level Political Forum during Ireland's Voluntary National Review as representatives of international civil society.

IDEA has also represented Irish Development Education at other national and international meetings including the Irish SDG Stakeholder Fora and the Bridge47 international conference on SDG 4.7 in Brussels, where we ensured that members were represented, including Aontas, Proudly Made in Africa and Concern.

2018 has been a strong year for IDEA advocacy, and it has been a year where we have strengthened our processes for engagement with members. This will enable us to build on this momentum in the future.

'IDEA has developed an important and recognised voice with Irish Aid in particular' – Annual Members Survey 2018

'IDEA actively lobbies on behalf of Development Education practitioners and has succeeded in getting more of an emphasis placed on the topic in curriculums' – Annual Members Survey 2018

Building Partnerships

IDEA is participating in [Bridge 47](#), a three-year project funded by the EU and led by 15 organisations working on Global Citizenship Education (GCE). 2018 was the first year of Bridge 47's work and saw the project undertake key milestones such as its first international conference bringing 100 global representatives of value-based education together in Brussels.



3 years
15 Organisations
12 countries

Our work is focusing on three types of partnerships: knowledge exchange partnerships, advocacy partnerships, and exploratory partnerships. The aim is to extend awareness and understanding of Development Education practice and impact, while demonstrating the role of partnerships in delivering the SDGs. 2018 saw the Bridge 47 partnerships team, led by IDEA, explore or pursue 25 partnerships, putting the project on track to meet or exceed its goal of having 16 effective partnerships in place by 2020.

To strengthen the partnerships team's expertise on how to 'pitch' the work, we worked with a Tone of Voice advisor to develop common messages on what Bridge 47 is, what GCE is and communicate the project to our various audiences including more external audiences less familiar with GCE.

The National Officer for Bridge 47 in Ireland joined IDEA in June 2018. An information session was held in July with IDEA membership to introduce Bridge 47 and to identify opportunities to engage and support IDEA members in building partnerships with key external stakeholders. Following a comprehensive mapping of prospective partners, outreach commenced and meetings took place with prospective advocacy and exploratory partners from the private sector and CSOs. Planning also took place for a number of exciting activities in 2019.

Partnership Types:
Knowledge Exchange
Advocacy
Exploratory

We also continued to share [Stronger Together: A Toolkit for Partnerships in and beyond Development Education](#) with interested parties both within and outside the sector.

'The Bridge 47 project has offered new international training opportunities for our staff.' – Annual Members Survey 2018

Capacity Development

IDEA's Capacity Development programme continues to facilitate and support IDEA members to develop capacity to provide effective Development Education in Ireland. Our work in this area focuses on Development Education Knowledge and Skills, Quality and Impact, and Organisational Management.

Knowledge and Skills

This area is a cornerstone of IDEA's work, providing support to members through our programme of trainings and events. 100% of members surveyed believed that our work in this area is effective.

140 people participating in Knowledge and Skills events

Of the respondents to post-event surveys, 90% rated the quality of our events as either excellent (56%) or good (34%), with 60% likely to apply their learning in practice.

IDEA's work on Knowledge and Skills in 2018 included:

- 3 Development Education seminars which included 'Thinking differently about international volunteering' with Matt Ballie Smith; Graphic Facilitation for Development Educators, a two-day course with Eimear McNally, and a Master-class Communications seminar with John Simmons.
- 4 Conversations Circles on the topics of Ethics and Fashion, Gender Equality, Beyond the Click, and 'How can we make DE relevant for today's world?'
- Annual Conference on Transformative Education for Global Citizenship: SDG 4.7 in Ireland

'It is very useful to share experiences with other Development Education practitioners, especially when working alone or in a small department. IDEA events are always an opportunity to reflect on our practice and think about how effective it is and what could be improved' – Annual Members Survey 2018

Quality and Impact

Quality and Impact continues to be an area of growth and development for IDEA and our members. In 2018, 21 organisations and individuals participating in IDEA Quality and Impact events including workshops on 'Bringing M&E to Life' and 'Results-based frameworks in DE' and a webinar on 'Monitoring & Evaluation for longer-term DE projects'

21 organisations and individuals participating in IDEA Quality and Impact events

We updated our toolkit 'Using Results-Based Approaches in Development Education Settings', to reflect the new Irish Aid Development Education Strategy and Performance Measurement Framework (2017-2023).

A highlight of the year was IDEA's continuing work on the Code of Good Practice for Development Education. A pilot group, made up of 6 IDEA members and IDEA, was established and met 5 times during the year. This successful pilot of the draft set of principles has resulted in a set of short case studies which capture the learning for the next phase of the work.

'The draft Code of Good Practice is a really important piece of work' – Annual Members Survey 2018

Organisation Management & Support for Members

This area includes our 'invisible' ongoing, responsive support for members as well as our planned activities. In 2018, the support in the lead up to the Irish Aid Funding Round for 2019 is a good example of this. This included the Annual Grants Clinic as well as one-to-one support as specific queries arose. In 2017, the introduction of Irish Aid's Performance Measurement Framework (PMF) had meant a high investment of time was required from IDEA members. In 2018, the fact that members had been through one cycle using PMF meant that the need support was less. However, IDEA's support was still seen as important, with one member commenting that 'the workshops added clarity and gave opportunity to ask questions, if needed' while another felt that 'our new coordinator found the trainings given by IDEA on how to make out the application very helpful'. Overall in this area of work, 17 members were engaged in organisational management training and support.

'Seminar on Irish Aid funding report was most helpful' – Annual Members Survey 2018

Communications

As the national network for Development Education in Ireland, IDEA plays a crucial role as a representative voice for the sector and a communications hub about Development Education. Communication with members scored second highest in the ranking of 'very effective' with members.

Through our regular communications channels, (website, social media, E-circular) we share information across the sector and beyond it. This year, we also shared 4 pieces of research relating to Development Education via our E-Circular, in order to promote research in this area and ensure our members and other interested parties had access to it.

We also continued to raise awareness of the sector by sharing our communications materials with information about IDEA and the sector with actors outside of the sector, at all opportunities, including events, meetings, etc.

2018 saw IDEA developing podcasts for the first time. We recorded two podcasts, one with Matt Baillie Smith, Professor of International Development at Northumbria University, on Partnerships, and one with John Simmons, former Director of Global Brand Consultancy Interbrand, on how to communicate Development Education to external audiences. We also have a podcast of the speeches from the IDEA Annual Conference created by the conference moderator Dil Wickremasinghe, Journalist and Activist, for her Sparking Change Podcast, which supports positive social change.

In 2015, we began gathering information about our members to be used to showcase the Development Education sector in Ireland in the Development Education in Ireland Report. In 2018, we decided to focus on illustrating how Development Education is contributing to the success of the Sustainable Development Goals (SDGs). We reached out to members to gather examples of Development Education being done under each of the Goals, to showcase our members work and highlight the importance of Development Education to the achievement of the SDGs. We will be sharing this online and continuing to gather examples in 2019.

We also represented the sector and raised awareness of Development Education through our advocacy during the year and our work on partnerships, both through Bridge 47, and our own collaboration with others.

**88% of members scored
Communication with
members (including the E-
Circular and social media) as
effective – Annual Members**

Extremely effective. Great to have a better understanding of what is happening in the sector, but also to be able to share our own events and training sessions' – Annual Members Survey 2018

'The E-circular is a great source of new resources, useful articles and news from the sector' – Annual Members Survey 2018

'Communication of all opportunities was excellent' – Annual Members Survey 2018

Network

Communication and shared learning across the sector is a crucial aspect of our work, enabling peer learning across Development Education in Ireland, facilitating partnership within the sector, and supporting the cohesiveness of Development Education in Ireland.

This year we held a Conversation circle in Galway to facilitate engagement with members and others interested in Development Education in the region, and offer an opportunity for them to connect and network with each other. IDEA will continue to create spaces for networking and shared learning within Development Education in Ireland through our events and activities, including our Annual Conference, Code of Good Practice, and our working groups and task groups.

**100% of members scored
of coordination and
strategic networking
within the sector as
effective – Annual
Members Survey 2018**

As outlined in the previous section, IDEA plays a crucial role as an information hub for the sector. Through our regular communications channels, (website, social media, E-circular) we share information about what's going on in the sector and beyond with members and other interested parties. IDEA staff also provide support, guidance and information for our members, acting as a valuable central information resource for the sector.

To ensure we are the best network we can be we focus on making sure IDEA has the **internal capacity** to deliver a strategic and effective programme as the national network for Development Education.

In 2018 we have maintained our focus on being a strong organisation and an effective network. In 2018 IDEA has been a well governed and well managed, dynamic and learning organisation, and an active and effective network that enables all our members to both develop their capacity and to contribute to the Development Education sector as a whole. We have continued to focus on internal management and governance systems that allow IDEA to operate effectively.

IDEA's 2016-2018 Strategy, developed in consultation with our members, continued to guide our work. IDEA is currently in the process of developing our strategy for the next 5 years from 2019 – 2023. This will be finalised in spring 2019 and will be highlighted at the 2019 IDEA AGM and conference. The Strategy process is engaging members and key stakeholders to ensure IDEA's aims reflect the current priorities of the Development Education sector in Ireland and anticipate and shape the future for Development Education in Ireland.

The IDEA Strategy was integrated in to the annual schedule for our National Council meetings across 2018. At each meeting during the year, the National Council focused on our strategic aims as well as the principles of the Governance Code.

The IDEA staff team have integrated the Strategy into our team planning and day to day work practices, for example, our shared filing system. We have also integrated M&E systems, such as our Living Results Framework and Anecdotal Evidence Record, into our practice, as well as reflecting on and integrating key learning from our external evaluation report. Through Continuous Professional Development we have supported staff to develop their role as an information resource for the Development Education sector. We have a regular 'skill share' where a team member hosts a learning discussion on a specific topic for the other staff. We have continued to support IDEA Working Groups and task groups as crucial aspects of the IDEA network which are essential to IDEA's work as the national network for Development Education.

'I met colleagues from other NGO s at several events and was able to discuss ideas with them which was of huge benefit – Annual Members Survey 2018

'The policy submissions in the past 12 months on behalf of the sector have been very helpful – Development Education has had a louder voice' – Annual Members Survey 2018

Appendices

IDEA National Council

The IDEA National Council is a Board elected from the membership of IDEA and plays a crucial role in strategy, governance and oversight for the organisation. The National Council It meets 4-6 times a year. During 2018 the National Council met 5 times with a quorum of National Council members at every meeting.

At the 2018 AGM, two members of the National Council stepped down. Three new members with were elected during 2018. The National Council co-opted one member with specific organisational development and HR skills during 2017, who was duly elected to the NC by the membership at the 2018 AGM.

In 2018, the IDEA National Council used the Governance Code for the Community and Voluntary Sector to review and strengthen our policies and procedures. This is a continuation of our work since 2013 to ensure IDEA complies with legal requirements and governance best practice. In line with this, IDEA's National Council regularly reviews risks and undertakes risk analysis.

IDEA National Council members 2018 – 2019

- Siobhan Sleeman - Chair
- Eavan Foy - Treasurer
- Johnny Sheehan – Vice Chair, and Chair of the Governance and Audit Sub Committee
- McKinley Ann Neal
- Valerie Duffy
- Stephen Farley
- Vikki Brennan - Company Secretary
- Garret Campbell
- Ben Mallon

IDEA 2018 Outgoing National Council members:

- Mary McCarthy
- Su-Ming Khoo
- Maria Barry
- Eilish Dillon

Communications Monitoring

1 a) Statistics from the IDEA website for 2018



- **Unique visitors:** 11,089
- **Page views:** 32,044

1 b) Social Media statistics for 2018



- **Followers:** Increased by 3% (80) in 2018
- **Post Reach:** 22,253 throughout 2018



- **Followers:** Increased by 16% (431) in 2018
- **Tweets:** 206 across 2018
- **Impressions:** 206,000 during 2018
- **Profile Visits:** 6094 visits during 2018

Working Groups and Task Groups

Working Group/Task Group	Results
<p>Formal Education WG 2018 Convenors: Aisling McGrath and Sinéad Hayes</p>	<p>Agreed areas of work for 2018:</p> <ul style="list-style-type: none"> • To facilitate shared learning and networking amongst members; to encourage a culture of reflective practice, collaboration and research • To build a broad coalition of support for DE, particularly amongst those working in related sectors • Those working in the DE sector have the knowledge, skills & opportunities to influence policy agendas (relevant to their work) and participate in research activities <p>Actions:</p> <ul style="list-style-type: none"> • The Working Group met twice in 2018 to review its work and plan for the coming year • It was represented at the Monster WG meeting in April 2018 and at the Formal Education Sector Task Group Meeting with Irish Aid in December <p>Results:</p> <ul style="list-style-type: none"> • Engagement with Irish Aid on the Performance Measurement Framework (PMF) for their Development Education Strategy.
<p>Community Sector WG 2018 Convenor: Jennifer Harris Hennebry</p>	<p>Agreed areas of work for 2018</p> <ul style="list-style-type: none"> • To facilitate shared learning and networking amongst members; to encourage a culture of reflective practice, collaboration and research • To build a broad coalition of support for DE, particularly amongst those working in related sectors • To work with members to showcase good practice in DE • Those working in the DE sector have the knowledge, skills & opportunities to influence policy agendas (relevant to their work) and participate in research activities • Improve our ability to describe what we actually do, and its impact <p>Actions:</p> <ul style="list-style-type: none"> • The Working Group met once in 2018 to review its work and plan for the coming year • It was represented at the Monster WG meeting in April 2018 and at the Adult and Community Sector Task Group Meeting with Irish Aid in December <p>Results:</p> <ul style="list-style-type: none"> • Engagement with Irish Aid on the Performance Measurement Framework (PMF), and plans for implementation of the Adult and Community Sector Strategic Partnership for their Development Education Strategy.

<p>Quality and Impact working group 2018 Convenor: Mags Liddy</p>	<p>Agreed areas of work for 2018</p> <ul style="list-style-type: none"> • Explore the concepts of ‘quality’ and ‘impact’ in Development Education • To work with IDEA staff to provide opportunities for IDEA members to build skills in the area of impact measurement • To explore different approaches to measuring impact and to consider ways in which they can be aligned with results-based frameworks <p>Actions:</p> <ul style="list-style-type: none"> • The Working Group met twice in 2018 and set out a workplan for the year. • It was represented at the Monster WG meeting in April 2018. <p>Results for 2018:</p> <ul style="list-style-type: none"> • One key area of work is reviewing and reflecting on Irish Aid’s performance management framework, which has now been in place for one full grants cycle and also looking at different forms of M&E beyond this. • The Group has decided to explore developing a critical reflection tool for development educators, as a form of continuous professional development. This tool is one way the Working Group can support the development of the Code of Good Practice in Development Education in 2019. • The Working Group has planned to meet again in March 2019 to move this forward.
<p>Youth Task Group 2018 Convenor: Valerie Duffy</p>	<p>Agreed areas of work for 2018:</p> <ul style="list-style-type: none"> • To build a broad coalition of support for DE, particularly amongst those working in related sectors • Those working in the DE sector have the knowledge, skills & opportunities to influence policy agendas (relevant to their work) and participate in research activities <p>Actions:</p> <ul style="list-style-type: none"> • It was represented by Youth Sector Development Education practitioners at the Youth Sector Task Group Meeting with Irish Aid in December <p>Results:</p> <ul style="list-style-type: none"> • Engagement with Irish Aid on the Performance Measurement Framework (PMF), and plans for implementation of the Youth Sector Strategic Partnership for their Development Education Strategy.