



IDEA Annual Report
June 2017

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 full IDEA Strategy 2016 – 2018 [here](#).

IDEA's Vision

IDEA's vision is of a world based on global justice, solidarity, equality and sustainability. We see Development Education as an essential process that empowers people to create this world.

Read the full IDEA Vision [here](#).

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 achieve this by:

- acting as a representative voice of Ireland's Development Education sector and
- encouraging shared learning and improving standards of practice within the Development Education sector.



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.

IDEA is also funded by Concern Worldwide and Trócaire



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1. Introduction

In a year which has seen growing isolationism and protectionism, Development Education is more necessary than ever before. During the last year IDEA as a network focussed on promoting the crucial role for Development Education in these turbulent times, through advocacy and policy work, developing capacity in good practice and partnership, articulating the importance of Development Education to the Sustainable Development Goals in Ireland, and contributing to Irish Aid's Development Education Strategy.

In line with our strategic aim to create a more enabling environment for Development Education, we have had a significant influence on the new Irish Aid Development Education Strategy through IDEA member Task Groups and the Irish Aid External Advisory Group. We have also been engaged as a member of the Department of Education and Skills' Education for Sustainable Development Advisory Group, established as part of the National Strategy on Education for Sustainable Development. The new Irish Aid Development Education Strategy, the National Strategy on Education for Sustainable Development and the National Youth Strategy provide important policy frameworks for Development Education across government departments. Most importantly for our role as a network, there has been significant member engagement in all of these processes.

Since 2013 we have delivered a comprehensive Capacity Development programme in response to the needs of our members as identified by our members. We have succeeded in strengthening the Development Education sector in Ireland through increasing capacity and coordination, raising awareness of Development Education and its impact, and improving the enabling environment for the work of the sector. We have completed the fourth year of our Strategic Partnership with Irish Aid and this partnership was extended until the end of 2017. This enables us to continue to deliver a Capacity Development programme for the Development Education sector in Ireland. IDEA Working Groups continue to play an important role in this process, promoting good practice for Development Education in formal, non-formal and informal education.

In 2016 we completed our role as lead partner in *Challenging the Crisis*, an EU funded programme supporting young global justice advocates in highly-indebted countries within Europe. We also became members of a consortium which applied successfully for European Commission Development Education & Awareness Raising (DEAR) funding. Therefore, over the next three years, IDEA will continue to ensure that the interests and innovations of the Development Education sector in Ireland are reflected at the European level.

The Development Education sector in Ireland has actively engaged with significant changes and challenges in the policy and funding landscapes during this year. The sector has a very strong sense of collaboration, cooperation and solidarity. The involvement and active engagement of Development Educators in IDEA is a testament to this. IDEA plays a key role as a representative body focussing on advancing the Development Education sector in Ireland. IDEA enables the voice of the sector as a whole to be heard, augmenting and amplifying the voices of all our members. The involvement of IDEA members in our activities is a key indication of this. During this year, 53% of IDEA's members have contributed their time to IDEA through involvement in working groups, task groups and the National Council. We look forward to an equally productive and engaging year ahead.

2. IDEA's Activities and Impact

2.1 Enabling Environment

During the last year, IDEA worked with our members to develop shared policy positions that reflect the views of the Development Education sector in Ireland. In recent years, we have seen a strong interest in this area from members and a growing recognition from external bodies of the role of the IDEA membership in policy processes.

IDEA successfully worked to influence national and European policy makers to integrate Development Education into relevant policies. We achieved this through direct engagement in processes such as the review of the Irish Aid Development Education Strategy and through highlighting the importance of Development Education in areas such as educational reform and the Sustainable Development Goals.

Engagement by the Development Education sector in policy process is essential for the integration of Development Education into policies in Ireland and internationally. IDEA enabled and supported our members to participate in policy processes through information sharing, shared submissions and facilitation of engagement between IDEA members and policy makers.

Key highlights include:

- IDEA Task Groups engaged in the process to develop a new Irish Aid Development Education Strategy. The Task Groups, focusing on Formal Education, Adult & Community and Youth, produced strategic analysis and priorities for Development Education in Ireland. IDEA members, representing Development Education organisations throughout the island of Ireland, actively participated in the Task Groups and contributed to submissions that influenced the content of the Irish Aid Development Education Strategy.
- IDEA members developed shared messages and policy submissions on areas including the NCCA consultation on Education about Religious Beliefs and Ethics, Wellbeing at Junior Cycle, and the Department of Education and Skills consultation on their Statement of Strategy. IDEA's Formal Education Working Group was consulted by the Department of Education and Skills on a Council of Europe survey on citizenship education, and members were informed of submission opportunities for Junior Cycle Philosophy and Art, Craft and Design. IDEA supported members' participation in these policy processes, circulating draft submissions, briefings, and information on processes, and using submissions to amplify the voice of the Development Education sector.
- IDEA is a member of the core group of Coalition 2030, a civil society coalition calling for a transformative Irish national implementation plan for the Sustainable Development Goals. IDEA has been active in building this important movement that brings together domestic and international civil society in Ireland.
- IDEA, along with several IDEA members, represented the Development Education sector on the Irish Aid Development Education Strategy External Advisory Group.
- IDEA is a member of the Department of Education and Skills Advisory Group for the National Strategy on Education for Sustainable Development and represented Development Education on a panel at the ESD Forum 2016.
- IDEA has represented Irish Development Education internationally, for example, IDEA was invited to participate in the UNESCO Week for Peace and Sustainable Development: The Role of Education, an important summit for Global Citizenship Education and Education for Sustainable Development in Ottawa, Canada, as well as the European Commission CSO Forum in Brussels. IDEA staff published articles on SDG target 4.7 and on Development Education and Brexit in Policy & Practice: a Development Education Review. An IDEA delegation of Young Global Advocates also promoted Development Education and the Challenging the Crisis Campaign at the European Parliament in Strasbourg.

2.2 Capacity Development

IDEA's Capacity Development programme continues to facilitate and support our members to develop their capacity to provide effective Development Education. It is based on a holistic approach that encompasses organisational development and skills, as well as Development Education practice. The Irish Aid Strategic Partnership programme 2 year extension, running in 2016 and 2017, enables the Capacity Development programme to build on the evaluation of the original 3 year programme (2013-2015). A very informative monitoring exercise was also carried out through an Annual Members' Survey in December 2016 with strong results and areas for improvement highlighted.

Key highlights included:

- IDEA events continue to attract Development Education practitioners, with over 210 participants reached through a wide-ranging series of events.
- Indicators of success are found in the high satisfaction level of participants. Across 118 evaluation forms completed at IDEA events during the year, 89% of respondents rated the quality of our events as excellent (55%) or good (34%). IDEA is continuing to track the impact of its work by collecting examples of how members have improved their practice as a result of IDEA interventions.
- In terms of the key areas within our capacity development programme via events and support:
 - 72 participants were reached in organisational management and support including, governance, financial tools and writing funding applications.
 - 136 participants were supported in Development Education Knowledge and Skills through events focusing on topics including Facilitation Skills, Migration, Inclusion and Compassion in Education, as well as one-to-one advice.
 - 62 organisations and individuals accessed IDEA for training, support and advice related to Quality and Impact in Development Education, with workshops focussing on results-based approaches, good practice and monitoring and evaluation. IDEA also produced a toolkit entitled 'Using Results-Based Approaches in Development Education settings' which we provided training and support on and is available to download on our website.
- The IDEA Annual Conference on Migrating Perspectives focused on increasing knowledge of the issues relating to migration, building education skills and engaging in dialogue with educators and activists in Ireland and globally, including the conference panellists Prof. Eoin Devereux, of the University of Limerick, Salome Mbugua, Vice-Chair European Network of Migrant Women, Mbemba Jabbi, Founder and Managing Director of Jabbi Group Limited, and Deo Ladislas Ndakengerwa, Human Rights and Anti-racism Activist.
- In 2016 we also piloted a new format to explore Development Education topics called 'Conversation Circles'. We hosted four events led by IDEA members focusing on the role of Development Education, climate change, Global Citizenship Education and 'Compassion in Education'. This evening format has proved useful in bringing our members together with those beyond the Development Education sector.
- IDEA members who participated in Task Groups for the Irish Aid Development Education Strategy developed skills in formulating, drafting and refining policy submissions, enhancing members' ability to effectively participate in policy arena.
- As in previous years we supported our members to apply for Irish Aid Annual Grants for Development Education including developing a toolkit for Results-based Approaches to Development Education, training sessions on budgeting, measuring impact and governance.
- IDEA's focus on exploring new partnerships for Development Education is an outcome of Challenging the Crisis. We are developing a toolkit on Development Education partnerships which will be available in 2017. IDEA is a member of a consortium which has successfully applied for European Commission DEAR funding and will focus on partnerships within this programme. 80% of Annual Members Survey respondents (Dec 2016) state that IDEA's work in engaging external partners is either 'very effective' or 'quite effective'.

2.3 Communications

Communication has a key role to play in ensuring recognition of Development Education's essential role in achieving global justice, global citizenship and sustainability. This year saw a focus on communication with the sector, and showcasing the work of our members, as well as development of tools to facilitate communications with potential allies outside the sector.

Key highlights include:

- 95% of members responding to the Annual Members Survey (2016) ranked IDEA's Communication with Members as 'very effective' (55%) or 'quite effective' (40%)
- An average engagement rate of 32.4% with the IDEA E-Circular is higher than average for the sector and ensured regular communication with members.
- Members work was promoted through the E-Circular, Social Media and website
- Increased numbers engaged with IDEA's social media presence, ensuring enhanced awareness of capacity development opportunities as well as opportunities for members to promote and showcase their work.
- Planning to support IDEA's communications and capacity development of the sector in this area has taken place.
- Strategic planning as part of the developmenteducation.ie consortium to support and encourage increased showcasing by the sector.
- We explored the possibility of strengthening the good practice already happening within the sector. We held a members' consultation to review the Good Practice Guidelines developed by IDEA members and Partners over the past number of years and considered how to bring them together in a 'Code of Good Practice'. A task group will draft a Code to be piloted by the IDEA membership in 2017.
- The pilot Development Education in Ireland Report was launched and information was gathered to further update the report with members' activities. The report is to be used as a key tool in showcasing the sector to potential partners and allies working in other areas.
- Content was gathered for a report on Development Education and the Sustainable Development Goals (SDGs) to highlight the importance of Development Education to achieving the SDGs.
- IDEA completed our work as lead partner in the multi-annual EU project, 'Challenging the Crisis', which addressed an enabling policy environment for Development Education. 'Challenging the Crisis' provided practical examples of Development Education advocacy in action, enabling Young Global Advocates to combine Development Education and campaigning. IDEA member organisations worked with 'Young Global Advocates' to share their knowledge and experience from the Challenging the Crisis campaign. As part of the activities last year a delegation of Young Global Advocates promoted Development Education and the Challenging the Crisis Campaign at the European Parliament in Strasbourg. The Challenging the Crisis Campaigning Manual was also disseminated to IDEA members.
- IDEA is a signatory to the Dóchas Code of Conduct on Images and Messaging, and we have incorporated into our work at all available opportunities throughout the year.

2.4 IDEA's Organisational Development

IDEA continues to work on our capacity to work effectively as a network. As a membership network, IDEA must ensure that it has both the capacity to facilitate engagement with our members and to work as an effective organisation. In order to do this, we must continue to develop our governance and programme management systems, our processes for engaging members, our funding base and our monitoring and evaluation. During 2016 – 2017 we have continued to develop our capacity, systems, and practice to enable us to be an effective network for Development Education in Ireland.

Key highlights include:

- 6 meetings of working groups and task groups made up of and convened by IDEA members, ensured that IDEA members are engaged in the work of their network and play an active role in the activities and planning of IDEA.
- The IDEA Strategy 2016-2018 developed in consultation with IDEA members, continues to be a strong framework for our activity and planning.
- The very high levels of membership involvement with the IDEA task groups indicates that members are fully engaged with the strategic development of IDEA's work.
- Good governance and strategic oversight of IDEA's work was ensured through 6 National Council meetings. 6 Directors' Reports to the National Council ensured effective monitoring and evaluation within IDEA's governance function.
- The Governance Code and policies developed through the Governance Code journey continue to be used by the National Council, providing a framework for monitoring IDEA's governance.
- IDEA's Strategic Partnership with Irish Aid was extended by 2 years until the end of 2017, enabling us to support the Development Education sector during the transition into a new Irish Aid Development Education strategy.
- IDEA completed our role as the lead partner on Challenging the Crisis, a European Union Development Education and Awareness Raising (DEAR) funded project working with 6 partners in 5 other countries taking a Development Education approach to young people's engagement in and campaigning for local and global social justice.
- IDEA's work, including the Challenging the Crisis project's promotion of Development Education and new partnerships for Development Education, was enabled by financial support from a Concern Development Education Grant and a Trócaire 'Mobilising for Justice' grant.
- IDEA is a member of a consortium which has successfully applied for European Commission DEAR funding for the coming three years for a project which will focus on Global Citizenship Education network-building, partnership, advocacy and innovative practice.
- IDEA's ability to be an independent voice for Development Education in Ireland is enabled by unrestricted funds from membership fees.
- IDEA staff participated in Continuous Professional Development on a variety of areas relevant to our work including facilitation training, advocacy training, SAGE finance systems, leadership, teamwork and management.
- IDEA's financial management, reporting and transparency for these programmes was assured through 12 monthly financial reports, an annual audit of accounts, an external verification of the Irish Aid Strategic Partnership programme and a final audit of the Challenge the Crisis project.
- Our performance and responsiveness as a network has been evaluated through the IDEA Annual Members' Survey.
- The use of our Results Framework as a management tool has focused IDEA's work on meeting our programme targets and learning from previous years' activities.
- The External Evaluation of IDEA's 3 year Challenging the Crisis Programme has highlighted the successful achievement of our targets and enables us to learn and improve our work for the future.

2.5 Feedback from Members

In 2016, as part of our ongoing work with our external evaluators (DP Evaluation, UK), an Annual Members' Survey was carried out. The aim of the Annual Members' Survey is to gather feedback from our members on key areas of our capacity development programme, as well as IDEA's broader support to and engagement with the Development Education sector as well as external stakeholders. Administration, analysis and reporting on this survey was carried out by our external evaluator. The following are some highlights from our members' feedback about our work over the past year:

- 'The opportunities within IDEA to network with other agencies in the sector and to respond to consultations (e.g. IA DE strategy) are very important supports. IDEA specifically adds value within the sector in its network role that no other agency could lead on their own.'
- 'I love the e-circular. It is informative and interesting. It is also great for sharing members work or events. I use it regularly to send info to the Dev Ed sector on events or upcoming work, IDEA staff are extremely supportive and always willing to help share my work. The social media presence is also very good and I enjoy the articles and suggested reading which is shared.'
- 'IDEA's working groups have produced excellent good practice guidelines which are very user friendly & a great reference point. I also regularly use the guidelines on the creation of resources. IDEA also hosted a meeting on good practice recently & it allowed the members to discuss the potential for general sectoral guidelines or codes of conduct. I really enjoyed this workshop.'
- 'I think that IDEAs work coordinating the response to the Irish Aid strategy was effective. It is exactly what IDEA should be doing i.e. providing a strong voice for the DE sector and for the needs of the sector.'
- 'Solid stuff from IDEA in supporting practitioners. The conversation circles are a recent development and one we have enjoyed immensely ...a welcome innovation!'
- 'All IDEA training events, seminars and conferences are excellent! I learn something new every time I attend training and I really enjoy meeting others in the sector and sharing skills and ideas. IDEA staff are highly skilled and provide personal and professional support on a one to one basis or as part of training and seminars. Their passion helps keep everyone going!'

The final report was shared with our members, along with a letter from the IDEA staff addressing some of the major points. These are available on the members' section of our website.

3. Appendices

APPENDIX 1: IDEA National Council

IDEA is governed by its members, through the Annual General Meeting which elects a board of directors (known as the National Council) to manage the organisation on behalf of its members. The National Council is the main decision making body of the organisation. The governance structure of IDEA is further described in the Memorandum and Articles of Understanding. The National Council held six meetings during the year with a quorum of National Council members attending all meetings.

This year the IDEA National Council members were:

- Maria Barry - Chair
- Siobhán Sleeman – Vice-Chair
- Ciarán Stewart – Treasurer
- Stephen McCloskey – Secretary
- Mary McCarthy
- Su-Ming Khoo
- Stephen Farley
- Valerie Duffy
- Allison Aldred

At the 2016 AGM, Mella Cusack, Michael Doorly and Caroline Murphy stood down from the National Council having completed their terms of office.

APPENDIX 2: Communication Monitoring

1 a) Statistics for the IDEA website - 01 April 2016 – 31 March 2017:

- Unique visitors: 10,623
- Page views: 34,596

1 b) Social Media statistics compared to last year:

Facebook

- **11.5% increase.** IDEA Ireland had 2379 “likes” on its page at the 31 March 2017 compared with 2133 on 1 April 2016.

Twitter

- **Followers: 16.7% increase.** 2302 followers on 1 April 2017 compared to 1,973 followers 31 March 2016.
- **Tweets: 2,359 tweets** at the end of March 2017 compared to **1,933** tweets 1 April 2016
- **Impressions: 169,740** between 1 April 2016 and 31 March 2017
- **Profile Visits: 7,408** visits between 1 April 2016 – 31 March 2017

Website = 10,623 unique
visitors

Facebook = 11.5% increase

Twitter = 16.7% increase

APPENDIX 3: Working Groups and Task Groups

Working Group/Task Group	Results
<p>Formal Education WG Convenor: Mella Cusack</p>	<p>Agreed areas of work for 2016/2017:</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 <p>Results:</p> <ul style="list-style-type: none"> • Engagement with the Irish Aid consultative process to develop a Performance Measurement Framework (PMF) for their new Development Education Strategy • Submissions to the Department of Education, NCCA and other relevant bodies on curricular and education developments
<p>Community Sector WG Convenor: Helena McNeill</p>	<p>Agreed areas of work for 2016/2017</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>Results:</p> <ul style="list-style-type: none"> • Engagement with Irish Aid on the Performance Measurement Framework (of the Irish Aid Development Education Strategy) via a meeting and through submission of comments to the sectoral response • Work with Irish Aid on the work towards a Strategic Partnership for Development Education in the Adult and Community Education sector including on the proposed application process • Contributed to a workshop for IDEA members on strengthening good practice in Development Education

Youth Task Group
Convenor: Valerie
Duffy

Agreed areas of work for 2016/2017:

- 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

Results:

- Engagement with the process to develop an Irish Aid Development Education Strategy, successfully influencing the strategy through written submissions, meetings and expert presentations on the Development Education in the Youth sector.
- Engagement with Irish Aid on the Performance Measurement Framework (of the Irish Aid Development Education Strategy) via a meeting and through contributing to the sectoral response
- Consulted by Irish Aid on the work towards a Strategic Partnership for Development Education in the Youth sector including on the proposed application process

APPENDIX 4: Contribution in Kind – Members 2016-2017

Total time contributed to IDEA by its members over the past year (in Working Groups, National Council meetings, AGM etc.) was 260 hours.

