

ODA 국제 워크숍

발표자료 : Strategies on Raising Public Awareness in
South Korea: How to build public and political support for
development assistance

by Dr. Hyun-sik Chang

Managing Director of Korea International Co-operation Agency (KOICA)

This paper shall be presented during the second session entitled “Case studies of Korea and Japan: communication and public awareness” at the Workshop on Public Awareness and Support for ODA to be held on 5–6 September, 2007, in Seoul, the Republic of Korea.

I. Introduction

Korea’s Official Development Assistance (ODA) has increased significantly since 1990. In 2005, Korea’s ODA volume reached approximately \$752 million, which accounted for 0.1% of Gross National Income (GNI). This was the first time in the history of Korea’s ODA that the ODA volume reached 0.1% of

GNI. As an emerging donor that has experienced acute poverty, Korea is endeavoring to more actively address the international community’s efforts to realize the Millennium Development Goals (MDGs). The Korean government adopted an “International Development Co-operation Reform Strategy” and tried to strategize how to increase the volume of ODA effectively at the government level. Notably, the Korean government expressed a strong commitment to increase ODA to 0.1% of GNI by 2009 and 0.25% by 2015 respectively.

Moreover, on March 2005, President Rho announced “Korea’s Initiative for African Development”, during his visit to Nigeria, including a pledge to triple Korea’s ODA to

Africa by 2008. As a way to further finance expanding ODA commitments, the Korean government decided to promote innovative financing for poverty reduction by initiating an Air Ticket Levy Fund, which will charge ₩1,000 (\$1.00) for every air ticket issued. Furthermore, the Korean government established an International Development Co-operation Committee (IDCC) to improve effectiveness in development assistance and coordinate major ODA policies at the Office of the Prime Minister. Last but not least, we have expressed our sincere desire to join the Organisation for Economic Co-operation and Development (OECD)/Development Assistance Committee (DAC) by 2010.

While there is an increasing level of interests in international development assistance, most people find it challenging to arrive at a refined opinion about the development efforts of their government. Furthermore, studies indicate that where development issues are concerned, public opinion can influence government decision making, but the degree of this influence has not been clearly

discovered.

Accordingly, more efforts and better collaboration in development information disclosure and development education should be delivered.¹⁾ Providing development co-operation is regarded as a hidden function of government and may be seen by the general public as only charity—helping other developing countries. From this standpoint, development co-operation is precariously caught between public opinion and the political system.²⁾

With regard to Korea, recent surveys confirm the belief that improving the standard of living in developing countries should be an important policy goal. In addition, despite of short history of ODA in Korea, Korea's public awareness and political support building is well-shaped by strategic planning and highlighted international events recently in a partnership with civil society.

The following sections will illustrate the Korean case concerning public awareness and

1) Public Attitudes and International Development Co-operation, Ian Smille and Henry Helmich, OECD and Council of Europe, 1998

2) A comparison of Management Systems for Development Co-operation in OECD/DAC members, Hyun-sik Chang, Arthur M. Fell et Michael Laird avec l'assistance de Julie Seif, OECD DCD(99)6, 1999

development education and demonstrate how this emerging donor has developed a communication and awareness raising strategy to build public support for development assistance. The second section will introduce the concept and significance of public awareness and development education. The third section will provide the current state of public opinion and support for international development assistance in Korea. Meanwhile, to facilitate a better understanding of the Korean case, the fourth section will explore Korea's strategies to raise the public awareness, support for development assistance in Korea and what the Korean government has done to reach out the Korean public. Lastly, the fifth section will present further recommendations being discussed.

II. The Public and ODA

A study shows support for development cooperation and awareness do indeed correlate. Those convinced of the importance

of development co-operation display a strong or very strong interest in international development issues and show a good or very good knowledge of problems occurring in developing countries. They feel that support to developing countries is important or very important.³⁾

Furthermore, there is a positive correlation between better awareness and higher expenditure on global education and information activities: in general higher spenders have higher ODA/GNI ratios, and show signs of slightly better awareness. Likewise, opinion poll results suggest that, starting from a very low base, any additional information does make a substantial difference in people's assessment of the issues.⁴⁾

The Korean government perceives that public awareness and political support is crucial to international development assistance because (1) public awareness and understanding of, and political support for public policies regarding development assistance are

3) Public Opinion Research, Global Education and Development Co-operation Reform: In search of a virtuous circle, Ida McDonnell, Henri-Bernard Solignac Lecomte, and Liam Wegimont, OECD, 2003

4) Public Opinion Research, Global Education and Development Co-operation Reform: In search of a virtuous circle, Ida McDonnell, Henri-Bernard Solignac Lecomte, and Liam Wegimont, OECD, 2003

desirable⁵⁾ per se in Korea (2) information on development issues and active participation of citizens can improve both the legitimacy and efficiency of public policies on international development co-operation⁶⁾ and (3) Korea will be able to mobilize new resources and effectively pursue more consistent policies for global poverty reduction and development co-operation by convincing the Korean public.

The public as a stake holder⁷⁾ and public accountability⁸⁾ in development

The general public is perceived as both “clients” and “shareholders” of international development co-operation. As clients, the public is better off with actions which fight environmental, social, cultural, and political problems that may ultimately respect no borders. At the same time, they are shareholders in the sense that it is their taxes which fund development assistance programs.

As both clients and shareholders, the general

public is accountable for sensing and being interested in public policies and government activities concerning development assistance. Building effective systems and processes for public accountability is a long-term undertaking, requiring political commitment, leadership, and domestic political consensus. Public accountability in development is attributed to civil society – mostly NGOs and academia, the public, international organizations, and governments. Government, which is elected by the public, is especially responsible for its development assistance policies and implementations.

Educating the public with regard to development co-operation may require more effort than education regarding other government functions because it is harder for the public to stay abreast and appreciate the range of issues involved. In order to rectify this, the Korean government shares the responsibility not only for making efforts to inform the Korean public about its development assistance and how it is

5) Mobilizing Public Opinion against Global Poverty, Jude Fransmand and Henri-Bernard Solignac Lecomte, OECD, 2004

6) Mobilizing Public Opinion against Global Poverty, Jude Fransmand and Henri-Bernard Solignac Lecomte, OECD, 2004

7) A comparison of Management Systems for Development Co-operation in OECD/DAC members, Hyun-sik Chang, Arthur M. Fell et Michael Laird avec l'assistance de Julie Seif, OECD DCD(99)6, 1999

8) Innovative Approaches to Public Accountability, Asian Development Bank, Geert H.P.B. van der Linden, 2006

managed, but also encouraging the public to become more proactive with regard to development assistance issues.

Rights to inform

A study defines right to inform as (1) the right of citizens to request access to information from public bodies, (2) the duty of the government to provide its citizens with the requested information, unless defined exemptions apply, and (3) the duty of the government to actively disclose information that is of general public interest without the need of citizens to request it.⁹⁾

Korea is endeavoring to inform its citizens by releasing information and data about development co-operation through news, annual reports, conferences, statements, statistics, information on major recipients, and relevant policies through the media and internet. To step forward, the Korean government continues to look for what would be of general public interest and to provide the information constantly and consistently.

Monitoring public opinion

Keeping abreast of public opinion is a function most of international development agencies do in fact. While other sections of government do this too, for aid managers it is a particularly important activity. Some OECD/DAC member countries carry out regular public opinion polls regarding development assistance. Other donors conduct surveys less frequently but which tend to be large, enabling an in-depth investigation of people's knowledge and motivations for the answers they give.¹⁰⁾

The Korean government carried out public opinion surveys about development assistance which provide an indication of fluctuations in the level of public support over time—the semi-regular public surveys in 1999, 2003, and 2005. Besides, the Korean Government is attempting better and more comparable data in order to gain a consistent data and a deeper insight into public attitude towards development assistance and to monitor its trends.

9) Promoting public accountability in overseas development assistance: harnessing the right to information, Charmaine Rodrigues, Commonwealth Human Rights Initiative, 2006

10) A comparison of Management Systems for Development Co-operation in OECD/DAC members, Hyun-sik Chang, Arthur M. Fell et Michael Laird avec l'assistance de Julie Seif, OECD DCD(99)6, 1999

Development education

Development education has a crucial role to play in enlarging public understanding of development issues. It seeks to challenge attitudes which perpetuate poverty and injustice and, through education, to empower people to act to bring about better development. An effective development education system stimulates greater public interest in these issues and contributes to a greater understanding of the underlying causes of poverty and underdevelopment. A spin-off from this process could be greater public awareness of, and support for, official aid programs.¹¹⁾

Many development agencies find it difficult to communicate with and educate the public beyond annual reports and official statements.¹²⁾ There is limited officially-led public discussion about ODA levels, and in most countries NGOs tend to be more effective than governments at promoting awareness of development issues. National expenditures on development education and information remain extremely low. As a

result, the official anti-poverty consensus has not effectively trickled down toward national public debates.¹³⁾

Development education has a relatively short history in Korea, beginning in the late 1980s with voluntary sector and civil society involvement. A higher level of public awareness regarding development and human rights issues in Korea began in the 1990s. Today, in Korea, a wide range of organizations and groups within the voluntary and the education sectors educate the public in development formally and non-formally. The Korean government strives to strategize how to educate the public about development issues and how to implement it. As a matter of fact, allocating more secure and adequate resources to development education has been getting serious attentions lately, evidenced by the fact that raising public awareness through education was the main topic of the IDCC's first meeting.

11) Report of the Ireland Aid Review Committee - A review of the Development Cooperation Program of Ireland, Development Cooperation Ireland, 2002

12) Mobilizing Public Opinion against Global Poverty, Jude Fransmand and Henri-Bernard Solignac Lecomte, OECD, 2004

13) Mobilizing Public Opinion against Global Poverty, Jude Fransmand and Henri-Bernard Solignac Lecomte, OECD, 2004

III. Public Awareness on and Support for Development Assistance in Korea

As stated above, the surveys on public support and awareness on development assistance were conducted in 1999, 2003, and 2005.¹⁴⁾ This section will attempt to synthesize the data collected from the abovementioned three surveys. However, questions were posed in different ways and multiple terms regarding international development co-operation were used across the surveys. For example, awareness of development co-operation and foreign aid was asked in 1999 survey, grand aid in 2003, and ODA in 2005 respectively. Although those concepts are more or less analogous, the public perceived somewhat differently. Hence, in this section, the questions asked will be demonstrated with separate descriptions.

Recent trends in public awareness

Respecting awareness on development assistance, 80% of the public were aware of foreign aid but 50.3% of them heard of

development co-operation in 1999. More than 80% of the respondents assessed development assistance to Korea from developed countries in the past was positively helpful for Korea's economic growth. At the same time, 79.9% of the respondents indicated they were informed that their government had been assisting developing countries.

On the contrary, in the 2003 survey, 42.5% of respondents said they were aware of grant aid. In the 2005 survey, 37.1% of respondents were aware of ODA and another 39.3% responded that they heard of ODA but didn't know what it was exactly. The percentage of public awareness varies in each survey mainly because the three surveys used different terms – foreign aid, development co-operation, grant aid, and ODA.

While only 16.8% of the public were aware of ODA in 1999, that percentage increased to 37.1% in 2005 (76.4% if total number of people who knew and heard of ODA is included). This demonstrates that public awareness of ODA increased 2.2 times between 1999 and 2005. Nevertheless, the

14) The 1999 survey was asked to 1,000 individuals via face-to-face interview, the 2003 survey 1,551 individuals via phone interview, and the 2005 survey 1,000 individuals via phone interview respectively.

Korean public is not well informed about more details and sophisticated matters regarding development assistance.

Recent trends in public support

Current trends as addressed by the recent three surveys confirm that the Korean public understands the importance and moral obligation of development assistance and the necessity of foreign aid. In the 1999 survey, 93.1% of respondents agreed that developed countries should contribute to economic and social development of developing countries. Also, 92.9% of respondents shared the idea that Korea needs to co-operate not only with developed countries but also with developing countries. More importantly, 96.1% of respondents indicated positive opinion concerning the importance of development co-operation.

Six years later, in the 2005 survey, 62.3% of individuals were in favor of development assistance to developing countries and 34.2% of individuals were in opposition to development assistance. Among the respondents who support development assistance, the three major reasons were (1)

development assistance contributes to a better world overall (28.9%) (2) Korea also in the past received assistance from developing countries, which contributed to Korea's economic growth (27.7%) (3) development assistance uplifts Korea's national brand and image (23.6%).

On the other hand, within the small segment of respondents who do not support development assistance, the main argument put forward was "we are not wealthy enough to assist other countries' economic and social problems" (76.1%), followed by suspicion that development assistance doesn't work for the national interests and that aid does not lead to poverty reduction or go to the neediest.

Public opinion on Korea's ODA volume

Regarding Korea's level of ODA, 47% of those surveyed in 1999 responded "just right". 30.6% responded "low", and 22.3% responded "high". During the same year, 34.6% of the Korean public was willing to pay additional tax for development assistance, and 65.3% were not. To the similar question asked in 2003, 33.8% of the Korean population was willing to pay additional tax to increase ODA,

and 58% were against it. Also, 52.6% of those surveyed responded that Korea's ODA should be decreased or suspended in a national economic crisis.

In 2005, 47.6% of the respondents agreed to expand Korea's ODA volume and 35.8% answered the current ODA level is "just right". In addition, 68.2% of the respondents agreed to expand our ODA volume to 0.1% of GNI within five years. Even though the questions asked in 2005 (expanding ODA) were conducted in a different manner than in 1999 and 2003 (additional tax for ODA), it can be concluded that the recent public support for development assistance is more promising.

Other public opinions regarding development assistance

In response to the question *what do you think are the most important considerations when we assist developing countries?* the top three responses in 2003 were:

- Humanitarian approach (28%)
- Ensuring our nation's economic and cultural expansion in developing countries (25.9%)

- National image and national brand (22.3%)

To the same question asked in 2005, when multiple choices allowed, the top three responses were:

- Humanitarian approach (49%)
- End of poverty and diseases (47.3%)
- National image and national brand (23.6%)

In response to the question *what do you think are the most important sectors when we assist developing countries?* the top three responses in 1999 were:

- Emergency relief (31.7%)
- Public health (25.6%)
- Education (15%)

To the same question asked in 2005, when multiple choices allowed, the top three responses were:

- Child · human rights · environment protection (26.4%)
- Emergency relief (23.3%)
- Public health (23.1%)

The above comparisons of results show that recent interest in development assistance

stems from humanitarianism and anti-poverty more than national interests. At the same time, it is found that the Korean public put high value on assisting basic human needs in developing countries.

Meanwhile, although responses to the question *what regions do you think have priority when Korea assists developing countries?* were diverse, Asia and Africa remained the most important regions. In 1999, 49.9% selected Africa and 42.6% selected Asia. In 2003, 39% of respondents selected Africa, 36.9% Asia, and 5.3% the Middle East. In 2005, 44.5% of the Korean public answered Africa has the priority while 24.4% chose Asia and 11% selected Central Asia.

Lastly, it is found that there is a contradictory-criticism regarding effectiveness in Korea's ODA. The Korean public perceives Korea's ODA not contributable enough mainly because Korea's ODA is not effective (41.9%), and in part because Korea's ODA pursues its own national interests (18.9%), and contrarily because Korea's ODA

doesn't help Korean companies' expanding business to overseas (17.6%).

IV. Korea's Strategies and Efforts to Raise the Public Awareness

With rapid changes to Korea's internal and external policy direction and growing public interest in international development assistance, the Korean government shared the importance of public awareness and development education and public relations have become vital in line with this environment. However, there are challenges the Korean government faced.

The media, predominantly TV followed by print, has been the primary self-identified source of information (95.8%) for its population in Korea.¹⁵⁾ Moreover spotlighting "disaster" and "famine" scenes tends to overshadow other development related issues thus positive reporting and picturing has been encouraged. In addition, more information from the media does not

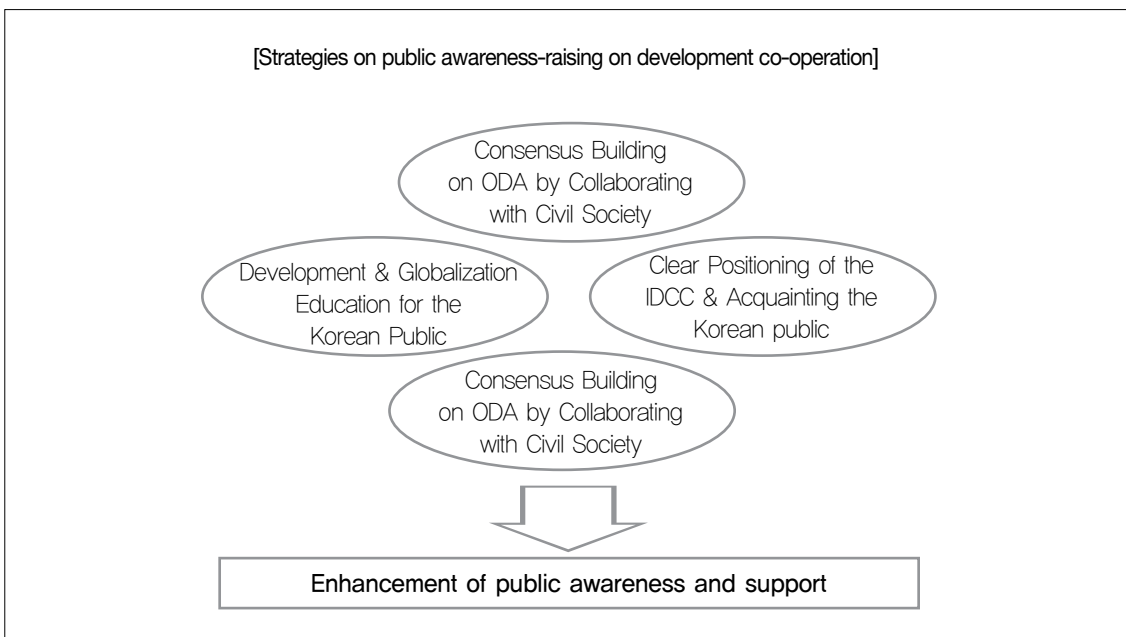
15) Survey: Public awareness on development assistance, 1999

translate directly into better awareness and knowledge. Therefore the Korean government visualized the necessity of appropriate global education in order to build integral awareness about development issues.

Overcoming these challenges of public awareness-raising mentioned above, the Korean government has strategized how to raise the public awareness and get political support effectively. Three major strategies are (1) Enhance development education and promote the global citizenship by emphasizing responsibility as in the world's 12th largest economy (2) Build a consensus on ODA among the Korean people by

collaborating with civil society (3) Position the IDCC clearly and have the public aware of its role actively (4) Shape the participatory environment for development assistance.

This section will describe each strategy and how actively the Korean government and other stakeholders enhanced public awareness of their activities and encouraged the public's participation through public relations initiatives.



Strategy 1: Educating the Korean public about development and promoting global citizenship

Development education and global citizenship education have very significant roles in raising public awareness. It is important to promote global citizenship concurrently with development education. Even though global citizenship education may appear in multicultural education, international education, and human rights education forms, in common those educations advance Korea's responsibility to act with awareness of the world as a global community, by recognizing and fulfilling its global obligations and the rights of global citizens.

The Korean government committed to expand its ODA volume and enhance aid efficiency. However, despite of the world's 12th largest economy, Korea has moderate-low level of political support for expanding ODA from its own public. In order to get its own citizens' agreement on development assistance in general, the Korean government has been endeavoring to transform the Korean public's perception of Korea as a developed economy thus Korea's expanded

role in international community.

Furthermore, it is crucial that the Korean public regard their nation as a global leader in international community so that they take full responsibility for cooperating with developing countries and eventually support for expanding ODA. Currently, the Korean government is shaping the linkage of Korea's ODA and its positive perception in international community ergo the Korean government will be able to help the Korean public change the perception of themselves and their own nation.

The Korean government aims at integrating a development education perspective in relevant education policies, at supporting the delivery of development education in selected areas in the formal and non-formal educational sectors, and at promoting more effective use of communications to increase public understanding of development issues.

Also, the Korean government finds cross cutting issues are important in the achievement of the goals. Accordingly, the Korean government addresses those issues in an appropriate and collaborative manner,

such as capacity building, research, links between Korea and developing countries, development education from a global and justice perspective, and better education resources.

Strategy 2: Building consensus on the importance of ODA by collaborating with civil society

For the Korean government, building consensus on the importance ODA and development co-operation among the Korean public and gaining political support for expanding ODA has priority the most. The government promotes the perception of development assistance as technical co-operation in international community and knowledge-based capital movement not just funding the developing countries.

To build a consensus on the importance of ODA among the Korean public, the Korean government is working closely with education sector and other potential partners to ensure that they can take advantage of the proposed changes and thereby enhance the effectiveness of their work. Subsequently the Korean government will be able to create and spread

the public's supportive attitudes towards international development co-operation.

Likewise, the Korean government recognizes that many of the achievements in international development and globalization education are the result of a partnership approach between government departments including agencies and civil society such as academia and non-governmental organizations. The aims of raising public awareness and getting political support can only be achieved through working in partnership with a wide range of organizations, both statutory and non-statutory. The Korean government will seek to build on existing partnerships but will also continue to develop new partnerships where appropriate.

For this strategy, the Korean government is particularly trying to differentiate awareness-raising and development education from publicity or fundraising types of awareness-raising activities done so far by most of non-governmental organizations. The Korean government is setting the sectoral priorities and the target audience and planning the PR strategies for each sector and target audience.

[Korea's spending on the promotion of development awareness 2001-2005]

	2001	2002	2003	2004	2005
Amounts (in US\$ million)	0,7	0,72	1,15	1,67	2,27
% of Korea's total	0,26%	0,26%	0,31%	0,4%	0,3%

Also the Korean government proactively outreaches opinion leaders in Korea such as students, academia, the media, and foreign companies and entities based in Korea.

Furthermore concerning the funding for development awareness and education, the Korean government is investing more in public understanding and awareness of development co-operation and ODA at the beginning, and then it will seek effectiveness of public relations and education with “more with less” strategies. The Korean government has been significantly increasing its budget for promoting development awareness since 2001 and expanded to \$2.27 million in 2005, which is more than triple of \$0.7 million in 2001.

Strategy 3: Positioning the IDCC clearly and acquainting the Korean public appropriately

The Korean government established the IDCC

in 2006 to coordinate ODA policies and planning. The IDCC includes all ministries, development agencies, the office for government policy coordination, and respected civil leaders with the prime minister as the head of the committee. The committee provides ODA policy recommendations as well as mid- and long-term planning on ODA. The IDCC also incorporates development issues and programs across the related government agencies thus it aims at synergy effect. Using the momentum of foundation of the IDCC, the Korean government is giving an impetus to the development-friendly atmosphere by focusing on promoting ODA recognition.

The IDCC helps to gather all information and inform the Korean public and deals with evaluations and aid effectiveness. The IDCC plans public awareness-raising and development education yearly, surveys on ODA, and evaluates public relations and education effect. Additionally, it cooperates

with civil society such as academia and NGOs who work in international development field by forming public relations and education working group in flexible time and issue bases.

Strategy 4: Shaping the participatory-environment for development assistance in general

Finally, the Korean government also highlights the importance of shaping the participatory-environment and is leading the public to participate in development assistance by introducing open-to-public programs and improving communications with the public. The Korean government has endeavored to outreach the public not only through media but also participatory programs such as Korean Overseas Volunteers (KOV) programs and development assistance related events, including KOV evaluation forum, Partnership with NGO enhancement forum, and others.

Besides, the Korean government is strengthening networks with respected civic

local leaders thus they will actually be able to diffuse development related information to the general public effectively. It is encouraged because in that way the Korean government aims at a spread-effect to access local communities effectively with limited resources.

The Korean government's efforts done-specific cases

The Korean government has been persevering with its efforts to promote public interest in ODA by gaining support from opinion leaders, ensuring the public acknowledged and educated, co-operating with the media, and increasing communication with the public.

Due to the importance of print and broadcast media on communication with the public, the Korean government has made efforts to reach out the general public primarily through the media. Development co-operation issues have been covered by the media¹⁶⁾ including TV and newspapers more than 800 times a year and the coverage by the media, especially

16) Including domestic and international media

featured stories and articles, has been increasing since 2003. As part of these endeavors, KOICA and the Yonhap News Agency made an agreement that development co-operation issues be covered on a regular basis. Most recently, information regarding volunteers, overseas filed offices, programs, and developing countries has been featured.

At the same time, attributable to Korea's sophisticated internet culture, the Korean government made a considerable amount of information regarding ODA and development issues available online. In addition, interactive communication tools such as "policy recommendation" board¹⁷⁾ or "consulting" board¹⁸⁾ has been implemented on the websites of many government agencies, including the Ministry of Foreign Affairs and Trade, KOICA, the Ministry of Finance and Economy, the Export-Import Bank of Korea, the Office for Government Policy Coordination, and Government Information Agency. By ensuring effective use of the internet, the Korean government is reaching out to each demographic especially the young generation and to inform the public in a

timely manner.

Additionally, the Korean government has published public relations magazines and brochures categorized by development sector, and it is working on establishing a more detailed and sophisticated online catalogue to consolidate various public relations multimedia materials and information published by a number of development agencies, organizations, and like-minded groups.

The Korean government also has been promoting development education in formal and informal settings. It holds ODA forums and ODA seminars which encourage more committed people to participate in the development field. In addition, Korea successfully updated elementary, middle-, and high-school textbooks so that development issues are taught in formal education systems. Moreover, 15,000 students (more than 200 schools) a year are encouraged to participate in development education sessions and opportunities are given to students at every level of education

17) The public can suggest policies on ODA and development issues through internet board

18) The public can get consulting on ODA and development issues through internet board

who win development issue writing contests to visit overseas project sites and field offices.

Other sources of information (other stakeholders)

Started by NGOs in the early 1970s and subsequently promoted and supported by many governments, development education is not a new phenomenon, although its fortunes and its impact have been somewhat uneven over the years. NGOs and community-based “learner centers” dedicated exclusively to development education sprang up all over the world. Also, there is a limit to what NGOs can do with limited resources.¹⁹⁾

In Korea, the number of NGOs fighting global poverty has been increasing over the years. The number of NGOs fighting global poverty grew from 31 in 2000 to 48 in 2006.²⁰⁾ In addition, memberships of the organizations and donation amounts from those individuals have been increasing. Most international development NGOs in Korea focus on featuring projects and campaigning for public interest on developing countries and global

poverty by urging the public.

Considering relatively short history of civil society in Korea, the role of NGOs in raising public awareness and support for development assistance is encouraging. Three major non profit organizations addressing development issues—ODA watch, Korean NGOs’ Network against Global Poverty, and Korea NGO Council for Overseas Cooperation—have been spearheading attempts to raise the public awareness on ODA and development assistance. People’s Solidarity for Participatory Democracy, a civil organization dedicated to promoting justice and human rights, is also engaging the public. Nevertheless, more NGOs are encouraged to strive for public education and financial resources are to be allocated appropriately.

Another source of information is the media. The media should accept a major share of the responsibility as it is their job to report on what goes on inside and outside of Korea. While people are generous and concerned, they are distant from where the poorest of the poor live. People more and more depend

19) Public Attitudes and International Development Co-operation, Ian Smille and Henny Helmich, OECD and Council of Europe, 1998

20) Study of raising public support for Korea’s ODA, Ji-uen Yoon, The third international development co-operation essay writing contest of KOICA, 2007

on the media and the public perception is that if the media does not report it, it must not be happening. In Korea, it is encouraging that coverage dealing with ODA by the media has been increasing.

Last but not the least, the involvement of the private sector in development aid is getting bigger globally. Of OECD/DAC member countries, the private sector is already a major stakeholder in international development issues. In fact, many private corporations establish private foundations and contribute to global development issues. In the United States, private foundations have influenced the public effectively and efficiently through strong political powers. They have campaigned for public education and raised awareness on global economic and social development assistance issues.

In Korea, more and more private companies are diverting corporate social responsibility (CSR) from domestic causes toward international ones. Today, CSR is beyond charity or good works. CSR, in the past, was primarily directed at the local community through good will and voluntary work. However, today in Korea, the private sector is

looking to become full partners in their communities. Indeed, CSR allows corporation to take into account their full impact on all stakeholders and demonstrates to the public that profit is not their only goal.

V. Conclusions and Further Recommendations

In conclusion, the overall Korea's efforts on public awareness-raising are still in the process of implementation. The Korean government has endeavored to raise the public awareness on development assistance by ensuring the public that development cooperation is not any more a necessity but a must. Concurrently with inter-agency coordination, the Korean government did strategize development issue-oriented public relations, special development assistance featuring broadcast, and development education depending on public relations targets.

Importantly, the Korean government allocated significant amount of budget to promote development awareness. Also, the IDCC is working closely with all government

departments, agencies, and civil society for a better communication to achieve public awareness-raising.

On the other hand, the Korean government as well as other development communities clearly needs better and more comparable data in order to gain a deeper insight into public attitude towards development co-operation and to monitor its trends. Furthermore, the Korean government is encouraged to develop a better logic against the skepticism of development assistance existing among the Korean public.

For a step-forward, the following recommendations are currently being discussed at the government level in coordination with other stakeholders.

- Creating ODA Archive, Charter, and White Paper is being suggested. The Korean government will discuss further how to plan to inform the Korean public of the objectives, policies and operational implications of ODA effectively.
- Developing a Korean model of development co-operation and advancing

Korea's standpoint clearly on ODA principles is suggested so that the Korean government will be able to educate the public in a more persuasive way.

- New public relations tools are being discussed such as internet public relations center for international development co-operation, internet PR advertisement, and public-friendly TV/film exposure on development co-operation aiming at *Product Placement* effect.
- Providing sufficient support to civil society organizations needs more attention. It is in the discussion of establishing more effective tools for supporting civil societies especially aiming of supporting non-governmental organizations that desire to educate and create a greater understanding of ODA and overall development issues among the Korean public.
- Surveys on public opinions about development issues will be carried out periodically and the changes will be phased in over the period of the plan. The Korean government will pay more

attention to analyses of survey results and further research.

- Strengthening existing networks to disseminate best practice in public opinion polling for the development issues

is encouraged. Best practices in global development education and citizen advocacy related to development assist will provide better picture of future strategies.