

The DRC Social Fund: a communication model for complex projects



Blog post

A criticism worth considering

For several weeks, some observers have been questioning WinstantGold's rapid publication pace. Why publish so much? Why revisit the same topics regularly? Why keep explaining mechanisms that have already been presented?

These questions deserve to be taken seriously. Above all, they prompt us to examine how institutions leading major transformation programs communicate.

A model very close to us

In this regard, the Social Fund of the Democratic Republic of the Congo offers a particularly instructive example.

This observation is all the more interesting given that WinstantGold is not an independent project; it is the first pilot project of the national AXIS program, led by the Social Fund. Consequently, it is not surprising that the two communication approaches are gradually converging.

A deliberate strategy

A look at the Social Fund's recent publications reveals a striking fact: the institution does not merely announce results; it constantly tells the story of the project. Meetings, field missions, partnerships, training sessions, workshops, official visits, community engagement, and the signing of agreements—each of these steps serves as an opportunity to reiterate the program's ultimate goal, highlight the stakeholders involved, and showcase the progress of the collective effort.

The figures speak for themselves: in a single week, the Social Fund published 24 posts totaling nearly 8,000 words—an average of 333 words per post. This consistency reflects a genuine strategy to make its work clearly understood. This high volume of content is not merely a public relations exercise; it meets a genuine need.

Providing information is no longer enough

Contemporary development projects have become extraordinarily complex. They bring together public authorities, international donors, local governments, businesses, community organizations, technical experts, and financial partners. Each has its own language, objectives, and constraints.

In such an environment, merely providing information is no longer enough. Translation is required—because there are forms of translation that neither AI nor Google can handle.

Translation as infrastructure

This is precisely the thesis WinstantGold has been developing for several months. We have shown that the challenge of complex innovations lies not in a lack of information, but in the difficulty of building a shared understanding. Between communicating and understanding, there is a whole process of translation that enables stakeholders to gradually share a common vision of the project.

Our various articles have drawn on the work of Herbert Simon, Everett Rogers, Michel Callon, Bruno Latour, John Law, and Susan Leigh Star to demonstrate that large-scale innovation networks also thrive thanks to an invisible infrastructure: chains of intelligibility.

The Social Fund translates its actions into practice

This is precisely what the Social Fund demonstrates today. Each publication represents a new act of translation. It explains why a mission is organized. It explains why a partnership is important. It explains why training is necessary. It explains how the various stakeholders coordinate. It explains how a public policy gradually becomes a reality on the ground.

In other words, the Social Fund is not merely building a program; it is simultaneously building an understanding of the program it is communicating about.

WinstantGold follows the same logic

It is precisely this logic that also inspires WinstantGold.

Since the launch of AXIS, we have chosen to explain not only the key stages but also the mechanisms that make them possible: historical foundations, governance, traceability, certification, digital assets, digital finance, monetary instruments, local communities, investors, and public institutions. This approach was not aimed simply at communicating more; it was a response to a need for translation.

In some respects, we began this translation work even before the strategy became fully visible in the Social Fund's corporate communications. Current publications from our client demonstrate that this requirement was not unique to WinstantGold; it is inherent to the AXIS program itself.

Communication that builds the project

AXIS is not a project that is presented just once before moving on to something else. It is a governance architecture that rallies widely diverse stakeholders around a shared vision. Such an architecture only becomes operational as each participant gradually understands the role they play within it.

Communication then ceases to be merely an exercise in visibility. It becomes an instrument of governance. It becomes a coordination mechanism. It becomes a tool for mobilization. It becomes an ongoing process of translation.

A lesson for complex projects

That is why we now regard the Social Fund as a true model of public communication—not because it publishes a great deal, but because it demonstrates that the continuous explanation of a complex project is not a sign of weakness; rather, it is a prerequisite for success.

WinstantGold is following this same path today because we share the same conviction: major projects do not advance solely through funding, technology, or institutions. They also progress because the stakeholders involved gradually learn to forge a

common language. That is not something one simply stumbles upon by chance. We learned it through our experience with large-scale international projects.