



**MENA-OECD  
GOVERNANCE  
PROGRAMME**

حكومة  
المملكة المغربية



GOUVERNEMENT DU  
ROYAUME DU MAROC

On the occasion of the 2009 MENA-OECD Ministerial Conference

## AGENDA

22 November 2009 ♦ Marrakech, Morocco

# 2009 MENA-OECD

## GOVERNANCE FORUM

*Meeting Governance Challenges for  
a stronger, cleaner and fairer  
economy*

### ORGANISED BY:

The MENA-OECD Governance Programme  
and the Ministry of Public Sector Modernisation of Morocco

For more information, email us at: [mena-governance@oecd.org](mailto:mena-governance@oecd.org)

Or visit: [www.oecd.org/mena/ministerial2009](http://www.oecd.org/mena/ministerial2009)

[www.mena-ocde.ma](http://www.mena-ocde.ma)



## Foreword

The global economic and financial crisis is also affecting the MENA region, and threatening its capacity to attain the necessary level of economic growth in order to meet the demands of citizens in search of improved welfare, without destroying natural resources. One of the fundamental lessons to be learned from the global economic crisis is that future strategies cannot be adopted without coordinating public policies at all levels of governance, and without the participation of not only governments at different levels, but all concerned actors, particularly women, civil society and media.

The Governance Forum is organized back-to-back with the MENA-OECD Ministerial Conference to be held on 23 November 2009 in Marrakech. It provides an opportunity for policy-makers, experts, and representatives from civil society and media to debate on the governance pre-conditions for economic recovery and sustainable growth, taking into consideration the needs of citizens, the demands of society, and the environmental challenges. The Governance Forum is an occasion to support national reforms through joint learning, and to plan a roadmap for regional and international cooperation.

The conclusions of the Forum will enrich the discussions of the Ministerial Conference to be held the following day. They will also contribute to the strategic planning of the MENA-OECD Governance Programme and the renewal of its programme of work.

10h00 – 12h30

**Session 1: Effective governments delivering sustainable and inclusive economic growth**

Over the last decade, MENA countries have designed and implemented policies to enhance institutional and administrative capacities, important preconditions for development and sustainable growth. Promoting public service core values and ensuring an efficient management of public resources are essential factors. An inclusive economy requires the innovative use of policy tools to involve and serve the most vulnerable and achieve environmental sustainability for the future generations. In this session, participants will discuss key governance challenges and share policy responses in view of delivering inclusive and sustainable economic growth. In particular they will focus on:

- How governments can improve their capacity to anticipate and manage strategic public governance challenges that they face including the financial crisis?
- How governments can better develop and deliver public policies based on whole-of government approaches and grounded in the core values of the public sector? How best to integrate sectoral policy objective like for example the protection of natural resources?
- How governments can build and maintain a body of robust quantitative and qualitative data and indicators on public sector inputs, processes and performance, for carrying out comparative evidence-based policy design?
- How can governments ensure that women fully participate in the economic life and benefit from economic growth and public services?
- What are the better ways to ensure integrity in a scenario of increased interface between the public and the private sectors?

The diverse panel represents a variety of policy fields and approaches in the OECD and the MENA region. Panel members will share their vision for developing and implementing a strategic governance agenda with a view towards defining avenues for co-operation and regional action.

**Chair :**

- H.E. Mr. Mohamed Abbou, Incoming Chair of the MENA Governance Programme, Minister Delegate to the Prime Minister in charge of Public Sector Modernisation, Morocco

**Opening remarks:**

- H.E. Mr. Renato Brunetta, Minister for Public Administration and Innovation, Italy
- H.E. Ms. Nancy Bakir, Minister of Public Sector Reform, Jordan
- Mr. Angel Gurría, Secretary-General, OECD

**Speakers:**

- Mr. Abdessalam Abouddrar, President, Central Agency Against Corruption, Morocco
- Mr. Josep Puxeu Rocamora, Secretary of State for Rural Affairs and Water, Spain
- Mr. Ashraf Abdelouahab, Deputy to the Minister, Ministry of State for Administrative Development, Egypt

**Comments by:**

- Mr. Jeroen Nijland, Director, Regulatory Reform Group, Ministry of Finance and Economic Affairs, the Netherlands

12h30 – 14h30

**Lunch**

14h30 – 16h30

**Session 2: Engaging stakeholders in policy implementation: the role of local authorities, civil society and the media**

Citizen engagement, good communication and the involvement of local authorities are key elements to ensure that public policies have a positive impact on the economy, environment and society. As a result of decentralisation, responding to citizens' needs and ensuring an appropriate distribution of public goods is progressively falling into local hands. Several experiences in OECD and MENA countries have shown that, particularly in the local arena, civil society can be a key stakeholder in public management issues and its involvement can both strengthen the development of policies and reforms, and facilitate effective implementation. Government communication strategies are essential in this regard. Explaining the need for reform and the costs of inaction to citizens is a pre-condition to win public support for government programmes. Policy makers and the media work increasingly together to translate complex public governance reforms into focused messages and in a language accessible to the public. The following questions will be addressed by the panel:

- How are MENA and OECD governments putting the principles of open and inclusive policy making into practice? How can they ensure broader, more inclusive participation?
- Are communication strategies ensuring that citizens, public sector officials, and representatives of the business community and the civil society feel active recipients of public governance reforms with a critical influence over the reform process? What is the appropriate role for the media?
- As local authorities are at the forefront of the interaction between citizens and the state, what governance trends are emerging in the local arena that could inspire policy making in the future?

In this session, local authorities together with representatives of the media, the civil society and the business community will explore emerging trends in their contribution to policy making. They will discuss how public governance can be enriched with the effective involvement of civil society.

**Moderator and opening remarks:**

- Rachid Benmokhtar, President, National Initiative for Human Development, Morocco

**Speakers:**

- H.E. Mr. Zouheir M'Dhaffar, Minister delegate to the Prime Minister in charge of the Civil Service and Administrative Development, Tunisia
- Mr. Abderrahman Chorfi, Secretary-General, Ministry of Housing and Space Development, Morocco
- Ms. Soukaina Bouraoui, Executive Manager, Center of Arab Women for Training and Research (CAWTAR), Tunisia
- Mr. A-Kader Abderrahim, Journalist, TV5 Monde, France
- Mr. Tiago Peixoto, European University Institute, Italy
- Mr. Kamal Mesbahi, Transparency Maroc, Morocco

**Concluding remarks :**

- Ms. Katju Holkeri, Counsellor, Public Management Department, Ministry of Finance, Finland

**16h30 – 17h00**

**Closing Session: The way forward, governments ready to respond and deliver**

**Chair:** H.E. Mr. Mohamed Abbou, Chair of the MENA Governance Programme, Minister Delegate to the Prime Minister in charge of Public Sector Modernisation, Morocco

**Rapporteur:**

- H.E. Mr. Chris Hoornaert, Ambassador, Delegation of Belgium to the OECD, and Co-Chair of MENA Governance Programme

**Comments by:**

- Mr. Rolf Alter, Director, Public Governance and Territorial Development Directorate, OECD