Public Governance Reviews on Public Communication & Media for a More Open Government support countries in their efforts to strengthen the contribution of public communication and media ecosystems to the open government principles of transparency, integrity, accountability and stakeholder participation. Guided by the OECD Recommendation of the Council on Open Government (2017), Reviews identify success factors, bottlenecks and actionable recommendations to help governments use public communication more strategically. Reviews also support country efforts in addressing the challenges of evolving media ecosystems, including threats posed by the spread of disinformation.

Finally, reviews can address specific issues according to the country’s priorities (i.e. access to information, digital communications, etc.). They can also be accompanied by implementation support, capacity-building workshops and international or regional policy dialogue events, as desired by the partner country.

The OECD’s approach identifies catalysts related to public communication and media ecosystems that can help reach a number of policy outcomes in an increasingly challenging environment for governments.

**WHAT ARE THEY?**

**ANALYTICAL FRAMEWORK**

The OECD’S approach identifies catalysts related to public communication and media ecosystems that can help reach a number of policy outcomes in an increasingly challenging environment for governments.

**HOW DO REVIEWS WORK?**

- Based on a partnership with the country
- Tailored to the country’s institutional, cultural and legal context
- Include all relevant actors, outside as well as within government
- Supported by peer reviewers from OECD member countries
- Conducted by a multidisciplinary team of experts from the OECD
- Provide a comparative perspective, based on evidence and good practices
- Benefit from insights from all relevant areas of OECD work (e.g. open government, digital government, public sector innovation, etc.)
- Aligned with the country’s reform priorities.

**Outcomes**

Better policymaking & service design & delivery
More resilience to disinformation
Increased dialogue & co-creation with stakeholders
Regained citizen trust
Inclusive growth

**Catalysts**

Pillars of effective public communication
Governance: strategies, structures, monitoring & evaluation, human & financial resources
Competencies: digital tools, social media, audience insight
Information ecosystems: media engagement & literacy, policy responses to emerging challenges

prerequisite for
Contribute to

**Setting**

Low trust
Rapid changes to technology & media ecosystems
Growing demand for information & participation opportunities

Open Government principles of transparency, integrity, accountability, and stakeholder participation
The reviews are part of the broader work of the Public Governance Directorate in this area, which also includes:

**OECD INTERNATIONAL REPORT ON PUBLIC COMMUNICATION**

This publication will provide a comparative analysis of public communication practices and initiatives across the world, their contribution to open government principles, and challenges countries face in responding to changing media ecosystems, including disinformation. Done in collaboration with the UK, Germany and Korea.

**CITIZENS’ VOICE: COMMUNICATION & MEDIA FOR A MORE OPEN GOVERNMENT**

Since 2016, the OECD has accompanied MENA countries (including Jordan, Lebanon, Morocco and Tunisia) to promote the contribution of public communication and the media toward a more open government. This work includes providing policy recommendations, capacity building activities, support for the establishment of current activities of national networks of public communicators, as well as regional policy dialogue. Done in collaboration with Germany.

**GOVERNANCE RESPONSES TO DISINFORMATION**

The OECD is developing a working paper on governance responses to the challenges posed by disinformation, which will provide an overview of the changing media ecosystems and the threats related to information disorder. It will also identify trends and best practices of emerging governance responses by OECD member and partner countries.

**RELATED PUBLICATIONS**

Forthcoming in 2020:

- Policy in a changing world: How open government principles can help tackle disinformation, promote dialogue and increase trust
- OECD International Report on Public Communication
- Citizens’ Voice: The role of communication and media for a more open government in Jordan, Lebanon, Morocco and Tunisia