



OECD WORKSHOP ON MEASURING PROGRESS IN REGULATORY REFORM
Measuring Outcomes: The Use of Perception Surveys in OECD Countries

EXPERT MEETING

AGENDA

Istanbul, Turkey

21-22 June 2010

FOR MORE INFORMATION ABOUT THE MEETING, PLEASE CONTACT:

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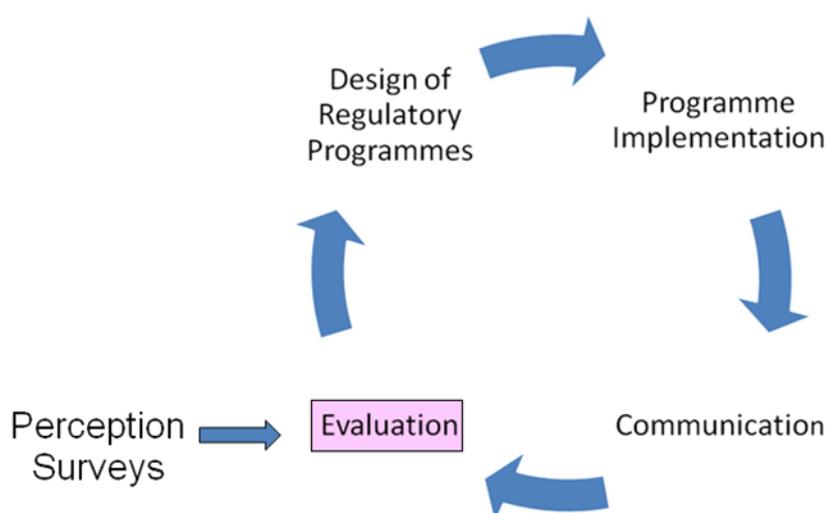
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Context

Over the past decade OECD countries have invested heavily in regulatory reform and regulatory management and are interested to know whether businesses and citizens feel a difference and whether the right reforms were undertaken. OECD principles support the evaluation of the effectiveness of regulatory reform programmes and OECD countries are increasingly interested in systematic monitoring of progress made. Figure 1 represents an idealised regulatory reform policy cycle of programme design, programme implementation, communication and evaluation. In this diagram, the results of regulatory programmes are communicated to stakeholders. The quality and results of regulatory programmes are then evaluated and the results should feed back into the design of regulatory programmes and subsequent communication strategies. Evaluation is therefore a crucial stage of the regulatory reform policy cycle.

Figure 1. Regulatory Reform Policy Cycle



This workshop focuses on the systematic evaluation of the quality of regulation based on assessments by those affected by regulations: businesses and citizens. Positive perceptions and stakeholder support are crucial for the success of regulatory reform, not least because perceptions of the quality of regulation can influence investment decisions and firms' compliance behavior. While perception surveys are considered to be a useful device for obtaining information on stakeholders' views of the quality of regulations and improvements over time, countries face a number of important interrelated challenges in their design, interpretation and use of the findings.

First, the phrasing and order of questions can influence the results. Second, a number of other methodological challenges such as sample selection have to be addressed to ensure the validity and reliability of results. Third, perceptions are shaped by many factors, of which the actual quality of regulations is only one of several. There is therefore a gap between the perceived and actual quality of regulations. For example, it is puzzling that surveys reveal negative perceptions of the quality of regulations while more facts-based measurements show an improvement, in particular with respect to programmes targeted at reducing administrative burdens. This gap poses particular challenges for the interpretation and use of the data and needs to be addressed at the early stage of survey design. Fourth, countries face challenges in linking the perception surveys to the policy evaluation cycle and to their communication strategy on regulatory reform.

To address these challenges, the workshop will draw on country experiences and expert views. The aim of the workshop is to improve survey design and use so that perception surveys are more useful for regulatory reform design, implementation and communication. The workshop will foster knowledge and experience sharing and the identification of good practices. It is structured around key policy questions that situate perception surveys in the overall policy cycle as displayed in Figure 1.

The OECD Secretariat thanks the members of the informal advisory group for their invaluable advice on the preparation of the workshop: Rachel Atkinson, Paul Bland, Rogier Boer, Dominique de Vos, Brian Huijts, Wim Jansen, Esben Larsen, Daphne Lureman-van der Zwet, Hazel Russo and Rebecca Ward.

The project on perception surveys is entirely financed by voluntary contributions from Belgium, Denmark, the Netherlands and the UK which are gratefully acknowledged by the OECD.

DAY 1

Monday, 21 June 2010	
08.15-09.00	<i>Registration – Background documents will be provided in the meeting room.</i>
09.00-09.15	Opening remarks by Ilgin Atalay, Head of the Foreign Affairs Division in the Prime Ministry of Turkey and Nikolai Malyshev, Deputy Head of the Regulatory Policy Division, OECD
	Chair: Jeroen Nijland, Director Regulatory Reform Group, Ministry of Finance, Netherlands
09.15-10.00	Keynote speech
Speaker	<i>Celal Mert Aslan, Head of Administrative Development Division in the Prime Ministry of Turkey</i> <i>Mr. Salih Arikan, Expert, Prime Ministry of Turkey</i>
10.00-10.30	Introductory Session: An Overview of Perception Surveys
10.00-10.30	<i>Presentation of Perception Surveys in OECD countries</i> The purpose of this session is to present the findings of the OECD desktop research on perception surveys undertaken in OECD countries. The presentation will set the context for the subsequent sessions, addressing methodological and political challenges.
Speakers	<i>Christiane Arndt and Engin Kucet, Analysts, OECD Secretariat</i>
Background documents	Overview Tables

10.30-11.00 ***Coffee Break***

11.00-13.00	Session 1: Country Experiences
11.00-13.00 <i>Discussion</i>	There is an increasing use of perception surveys to assess the success of regulatory reform programmes. In this session, four OECD countries will share their recent and relevant experiences with perception surveys. They will discuss their survey design, methodology and findings and share lessons learnt with the audience. (Countries are invited to express their interest in presenting their experience.)
Speakers	<i>Young Sang Kwon, Director, Prime Minister's Office, Korea</i> <i>Discussant: Shin Kim, Director, Korea Institute of Public Administration, Korea</i> <i>Benoit Turcotte, Director, Centre of Regulatory Expertise, Canada</i> <i>Johan Steyaert, Managing Partner, INDIGOV, Belgium</i> <i>Jens Hedström, President, Board of Swedish Industry and Commerce for Better Regulation (NNR), Sweden</i> <i>Discussant: Anders Gunnarsson, Head of Section, Swedish Agency for Economic and Regional Growth, Sweden</i>

Discussion	<p>Questions for discussion:</p> <ul style="list-style-type: none"> • Why do governments care about business' and citizens' perceptions of the quality of regulations? • How effective are perception surveys in measuring the success of regulatory reform programmes and in monitoring changes in perceptions over time? • Does regulatory reform impact stakeholders' perceptions? How far back do businesses recall reforms? Do stakeholders only perceive quick and directly successful reforms or also complex reforms with less visible direct effects? • How can countries design questions that identify stakeholders' views of reforms undertaken? How can countries separate stakeholders' views on regulatory reform from other factors that influence perceptions? • How do countries design surveys so that they identify key areas for reform and solutions? • What lessons can be drawn from existing survey tools? How can countries improve questionnaires and project design?
Background documents	The Regulation Barometer – Business' Perceptions of the Government Better Regulation Programme (Board of Swedish Industry and Commerce for Better Regulation (NNR))

13.00-14.45 Lunch

14.45-16.30	Session 2: Interpretation of Survey Results
	The purpose of this session is to understand what factors shape perceptions and how to accordingly interpret survey results. It will also explain how in-depth qualitative studies may provide further important insights to better understand the needs of stakeholders. Presentations on in-depth country studies on what shapes perceptions will be followed by discussions with the conference participants.
Speakers	<p><i>Hazel Russo, Assistant Director, Regulatory Innovation Directorate, Better Regulation Executive, United Kingdom</i></p> <p><i>Herman Schippers, Senior Policy Advisor, Ministry of Finance, Netherlands</i></p> <p><i>Jørgen Wissing Jensen, Chief Advisor, Ministry of Economic and Business Affairs, Denmark</i></p>
Discussion	<p>Questions for discussion:</p> <ul style="list-style-type: none"> • How to interpret the results of perception surveys? • How big is the gap between perceptions and reality and what impact does this have? • What other factors may influence perceptions? How to distinguish external effects on perception from the influence of the effectiveness of regulatory reform programmes and its communication efforts on perception? • If respondents report dissatisfaction, does this indicate a failure in terms of communication and/or a failure in the effectiveness of the regulatory reform policy? • How to dig deeper and understand what is behind the results of perception surveys?

Background documents:	<p>The Benefits of Regulation, A Public and Business Perceptions Study (UK Department for Business Innovation and Skills, 2009).</p> <p>The Burden-Hunter Technique: A User-Centric Approach to Cutting Red Tape (Denmark)</p> <p>Better Regulation, Better Benefits: Getting the Balance Right: Main Report (UK)</p> <p>Better Regulation, Better Benefits: Getting the Balance Right: Case Studies (UK)</p> <p>Striking the Right Balance: Better Regulation Annual Review 2009 (UK)</p>
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16.30 – 17.00 Coffee Break

17.00-18.00	Session 3: Survey Design and Methodology
Discussion	In this session, experts on survey methodology will give guidance on survey methodology and discuss how to design good practice surveys. Do's and don'ts will be enriched with practical examples. This session relates closely to the sessions on interpretation and use of survey results, as the desired use of survey results and pitfalls in their interpretation should determine the choice of survey design and methodology.
Speakers	<p><i>Steven Van de Walle, Associate Professor, Erasmus University Rotterdam, Netherlands</i></p> <p><i>Gideon Skinner, Research Director, Ipsos MORI Social Research Institute, United Kingdom</i></p>
Discussion	<p>Questions for discussion:</p> <ul style="list-style-type: none"> • How to design a good survey: What are good practice methodologies? • How does the phrasing and ordering of questions influence the outcome of the survey? • What methodological tools are there to ensure that the survey measures what it is supposed to measure?

18.00 Dinner (details to be announced)

DAY 2

Tuesday, 22 June 2010	
08.15-09.00	<i>Registration – Background documents will be provided in the meeting room.</i>
9.00- 10.00	Session 4: Political Impact of Surveys
Panel Discussion	The purpose of this session is to discuss how the findings of perception surveys influence regulatory policies. Countries will report on the findings of their perception studies and the corresponding political actions taken. They will discuss how governments can take advantage of the findings and whether the outcomes of the perception surveys are valuable for designing regulatory policies.
Speakers	Moderator: <i>Gregory Bounds, Analyst, OECD</i> Panellists: <i>Dominique de Vos, Deputy-Director, Agency for Administrative Simplification, Belgium</i> <i>Korkmaz Ilkorur, Chairman, Business and Industry Advisory Committee (BIAC)</i> <i>Hazel Russo, Assistant Director, Regulatory Innovation Directorate, Better Regulation Executive, United Kingdom</i>
Discussion	Questions for discussion: <ul style="list-style-type: none"> • What is the ultimate aim of undertaking perception surveys? What are the administration and government hoping to achieve? What are the expectations of stakeholders? • How does the government respond in practice to the results of perception surveys? • What are effective strategies for getting the most benefit out of stakeholder surveys? What are strategies for the administration to interact with politicians on perception surveys? • What are the risks involved in the use of perception surveys?
Background documents	Administrative burden on companies in Belgium for the years 2000, 2002, 2004, 2006 and 2008 (Belgium)

10.00-10.45	Session 5: Perception Surveys and Communication
Discussion	The purpose of this session is to discuss the implications of the results of perception surveys for the communication of regulatory reform.
Speakers	From the project “Communication and Perceptions”: <i>Rachel Atkinson, Stakeholder Engagement Manager, Department for Business, Better Regulation Executive, United Kingdom</i> <i>Daphne Van der Zwet, Senior Policy Advisor, Ministry of Finance, Netherlands</i> <i>Jørgen Wissing Jensen, Chief Advisor, Ministry of Economic and Business Affairs, Denmark</i>

Discussion	<p>Questions for discussion:</p> <ul style="list-style-type: none"> • How to communicate the results of perception surveys to the general public and the stakeholders involved in the survey? • How does the communication strategy influence perceptions? What effect does information from government on regulatory reform have on perceptions? • How to use survey results to adjust the communication strategy?
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10.45-11.15 **Coffee Break**

11.15-12.45	Session 6: Regulatory Performance Indicators
Discussion	<p>As OECD countries continuously strive to improve the quality of their regulations, significant resources have been invested in regulatory policies and reform. In line with the rise in resources allocated, there is an increasing pressure for more accountability and use of performance information to demonstrate the effectiveness of regulatory programmes. Delegates have asked the Secretariat to undertake work on regulatory performance indicators in 2011-12 as part of the Regulatory Policy Committee Programme of Work. The work on perception surveys is a first step in this direction. The field of performance management and measurement is large and complex. The purpose of this session is therefore to define what we mean by regulatory performance indicators and to explore in which areas countries would like to share experiences and identify good practices. The views of OECD members will help ensure that planned work corresponds to the needs of countries.</p>
Speakers	<p><i>Christiane Arndt and Gregory Bounds, Analysts, OECD Secretariat</i> <i>Benoit Turcotte, Director, Centre of Regulatory Expertise, Canada</i> <i>Carlo Thomsen, Acting Deputy Director General, Ministry of Government Administration and Reform, Norway</i></p>
Roundtable and Discussion	<p>Questions for discussion:</p> <ul style="list-style-type: none"> • What topics are of interest to OECD members? • What areas should be tackled by the OECD? <ul style="list-style-type: none"> - Performance of individual regulations and agencies? - Performance of regulatory management programmes and tools? - Performance of structural reforms? • What is likely to be of policy interest? • What are key challenges? • What can the OECD contribute? • Would it be valuable to undertake <ul style="list-style-type: none"> - benchmarking over time? - benchmarking across countries?
12.45-13.00	Closing, Conclusions by the Chair, final remarks by participants