

TOWARDS MORE EFFECTIVE CITIZEN PARTICIPATION IN PUBLIC LIFE

4 October 2017, Rabat - Morocco

The Government of Morocco, in line with its Constitution, is committed to advance its open government agenda to create a public sector based on the principles of transparency, accountability and participation. In this sense, following several years of work, a national open government committee assembling government and civil society representatives elaborated an Open Government Action Plan – outlining Morocco’s key priorities in the field and supporting its adhesion to the Open Government Partnership, once the access to information law is adopted.

Morocco’s draft Open Government Action Plan

The international high-level conference “*Open Government in Morocco: Towards more effective citizen participation in public life*” organised on 4 October 2017 by the OECD in cooperation with the Moroccan Ministry of the Reform of the Administration and Civil Service was the occasion to present the draft plan, create political momentum and inform the general public about the efforts. **H.E. Mr. Mohammed Benabdelkader**, Minister of the Reform of the Administration and Civil Service of Morocco opened the conference highlighting the country’s commitment to establish a new culture of governance and work in partnership with its citizens. **H.E. Ms. Mari Kiviniemi**, Deputy Secretary-General, OECD congratulated the efforts and underlined that the implementation of the plan – which requires strong coordination and commitment as well as effective engagement of civil society– is essential to rebuild trust in the public administration. As **H.E. Mr. Ricardo Díez-Hochleitner Rodríguez**, Ambassador of Spain to Morocco pointed out the OECD will accompany Morocco in this challenging process through the regional peer dialogue that the MENA-OECD Governance Programme offers and the new Deauville Partnership Transition Fund Project “Supporting open government and anti-corruption reforms to strengthen trust in administration in Morocco” which was launched in the framework of the conference. **Ms Stephanie Miley, Chargé d’Affaires**, Embassy of the United States reiterated the US’s support to Morocco’s process and welcomed the presentation of the draft plan which is an important milestone for Morocco’s open government agenda.



Mari Kiviniemi, Deputy Secretary-General, OECD; Mohammed Benabdelkader, Minister of the Reform of the Administration and Civil Service, Morocco and Götz Schmidt-Bremme, Ambassador of Germany to Morocco (left to right)

Communication and media for open government

The implementation of any reform depends on effective communication to induce a cultural change. The success of open government thus equally depends on institutional communication as well as opportunities for citizens to express their voice. The project “Giving Citizens Voice” will support Morocco in strengthening their communication methods and in enabling the media to play a role for open government. **H.E. Mr. Götz Schmidt-Bremme**, Ambassador of Germany to Morocco launched the project and explained that governments around the world need to improve their communication to better interact with their citizens. Accordingly, a panel of experts from government, civil society and media discussed how the media can support open government reforms and strengthen the voice of citizens, particularly of young people. To achieve this goal, governments need to adapt their communication methods to the tools and language used by young people and thus embrace new media, while traditional media must adapt its programming to speak to young people. Participants pointed out that the media should become a platform for dialogue.



Aida Al-Kaisy, media development consultant, SOAS, University of London; Ahmed Laamoumri, Secretary General, Ministry of the Reform of the Administration and Civil Service, Morocco; Chaima Bouhlel, Journalist, Tunisia; Abdellatif Aït Laamiri, Secretary General, Ministry of Youth and Sports, Morocco; Mohamed Ghazali, Secretary General, Ministry of Culture and Communication, Morocco and Jaafar Abdelkarim, Host of Shabab Talk, Deutsche Welle (Left to right)

Strengthening institutional communication

The conference was followed by technical seminars of the Moroccan Network of Institutional Communication and of the Sub-Commission on Communication. The Network’s purpose is to create common standards of institutional communication which strengthen trust and help reforms to succeed. The workshop was the occasion to discuss the OECD questionnaire which will provide an assessment of the structures and policies of institutional communication. The workshop with the Sub-Commission on Communication aimed to advance Morocco’s efforts in drafting an Open Government Communication Plan which can promote a culture of openness in the public administration and involve the wider public in the reform efforts.