The mandate of the Committee on Public Affairs and Communications (CPAC) expires on 31 December 2009. This proposal for the renewal of the Committee’s mandate was discussed under agenda item 4 of the 163rd meeting on 22 September 2009. It is now submitted for decision by written procedure by COB, 21 October 2009.
RENEWAL OF THE MANDATE OF THE COMMITTEE ON PUBLIC AFFAIRS AND COMMUNICATIONS (CPAC)

1. In 2000, as a result of the increased importance that Members attached to communications activities, Council decided to create a Committee on Public Affairs and Communications (formerly the Council Working Party on Information) [cf. C/M(2000)24, Item 304c]. The Committee’s mandate was to be evaluated every two years.

2. The first evaluation of the Committee in 2002 [C/INF/M(2002)30, Item 5] resulted in the mandate being renewed for a further two years with one modification giving particular focus to the Committee’s role of monitoring the implementation of the new OECD Publishing Policy.

3. The second evaluation of the Committee in 2004 [C/INF/M(2004)26, Item 4] resulted in the mandate being renewed for a further five years with two modifications, which added an evaluation component to the existing monitoring role covering implementation of the new Communications Strategy as well as the Publishing Policy [C(2004)/199 and C/M(2004)27, item 357].

4. The mandate of the Committee is now due to expire on 31 December 2009.

5. In the context of reviewing the 2004 Communications Strategy, the Committee evaluated its work from 2004 to 2007 (cf C/INF(2008)9). In this context, the Committee recognised that the Organisation was in the process of re-vitalising and enlarging the scope of its mission and that communications needed to be upgraded accordingly. The document “Communications Orientations December 2008”, approved by Council in December 2008 [C(2008)200 and C/M(2008)21/PROV, item 312], provided the basis for the Committee – and a specifically created Working Group on Upgrading Communications – to analyse the areas of branding, online presence, evaluation and monitoring as well as mainstreaming communications with a view to providing concrete recommendations for the future and to inform discussions on the 2011-2012 PWB exercise.

6. At its 163rd meeting on 22 September 2009, the Committee recognized the progress made in the past year with respect to upgrading communications, including the contribution of the Working Group; the progress on regular monitoring of the Committee’s programme of work and budget by output, initiated at the request of the Chair; as well as ongoing efforts to develop efficient ways of evaluating the quality of OECD communications and their impact.

7. The Committee discussed the renewal of the mandate for a further two years in order to continue to enhance the focus on communications as an Organisation-wide priority. Having evaluated the work of the Working Group, it approved the mandate by written procedure for submission to the Council.
8. In light of the preceding, Secretary-General invites the Council to adopt the following draft
conclusions:

THE COUNCIL

a) noted document C(2009)xx;

b) adopted the draft Resolution of the Council Concerning the Modification and
Renewal of the Mandate of the Committee on Public Affairs and
ANNEX

DRAFT RESOLUTION OF THE COUNCIL CONCERNING THE RENEWAL OF THE MANDATE OF THE COMMITTEE ON PUBLIC AFFAIRS AND COMMUNICATIONS

THE COUNCIL,

Having regard to the Convention on the Organisation for Economic Co-operation and Development of 14 December 1960;

Having regard to the Rules of Procedure of the Organisation;


Recognising the necessity of ensuring widespread knowledge and understanding of the purpose, activities and work of the Organisation in order to best promote its aims;

Recognising the fact that communications technologies are rapidly modifying and expanding the traditional channels of information dissemination;

Recognising that evolving political, economic and social challenges require informed and actively participating citizens and that governments have a heightened responsibility to ensure transparency and clarity in policy-making;

Recognising that the Organisation can play an important role in assisting governments to improve communication and consultation with civil society on matters dealt with in its work programme

DECIDES:

1. The Committee on Public Affairs and Communications shall serve as an advisory body to the Council on the Organisation’s public affairs and communications policy and programmes, with a view to enhancing the coherence and efficiency of the Organisation in this area. In particular, the Committee shall exercise its responsibilities of monitoring and evaluation of the implementation of the OECD Publishing Policy, as currently set out in the Appendix to document C(2009)24, as well as the implementation of the OECD Communications Orientations, as currently set out in the Appendix to document C(2008)200, and to report to the Council on its findings.

2. The Committee shall be composed of representatives of all Member countries and its Chair shall be designated by the Council. It shall meet and report to the Council as often as necessary.

3. The mandate of the Committee shall expire on 31 December 2011 unless the Council decides otherwise.