This note is submitted for discussion under Item 4a of the agenda at the WPG meeting on 13 December 2000.

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Communications Tools for the Guidelines

(Note by the Secretariat)

Introduction

1. DAFFE/IME/WPG(2000)12 outlined a comprehensive replacement for the existing “Green Book” [OCDE/GD(97)40]. Consideration of the constituent elements (also outlined in the annex to DAFFE/IME/WPG(2000)12) discussed at the WPG meeting in the September meeting has led the Secretariat to propose a slightly altered means of presenting the Guidelines following the most recent Review. This is done primarily out of consideration of how best to present the results of the Guidelines Review to different audiences, including business, labour, and NGOs, representatives of non-Adhering countries, and members of the interested public.

2. The result is a number of different publications that would be more effective as communication tools for disseminating the Guidelines and making them better known. This selection would also better serve the purposes of communications for two additional reasons: a) constituent elements on the Guidelines as outlined in DAFFE/IME/WPG(2000)12 would be captured in a manner that could each be easily updated for electronic as well as traditional dissemination; and b) it also avoids the necessity of producing one single and increasingly unwieldy publication. Some of these documents are already available. Others will be ready shortly.

Two Types of Publications

3. The selection of publications can be divided into two: first, key publications consisting of the authoritative texts associated with the Guidelines and Declaration; and secondly, supplementary publications consisting of additional material published under the responsibility of the Secretariat.

4. The category of core authoritative texts would include the following: a) the existing Ministerial Booklet; b) the “Basic Texts”, containing the Declaration together with the four associated instruments; and c) the Guidelines website [http://www.oecd.org/daf/investment/guidelines/index.htm], which would contain other information such as the technical note on previous clarifications [DAFFE/IME/WPG(2000)15] which is of more specialised interest.

5. The second category of supplementary publications would include: a) a Promotional Leaflet; b) a Policy Brief on the Guidelines; and c) draft articles on the Guidelines from a forthcoming “Spotlight” section in the OECD Observer. These documents would complement other information on the OECD Guidelines website, and could also be considered as complements to any publications prepared at the national level.
Key Publications

6. The Ministerial Booklet  The Ministerial Booklet published following the June Ministerial Meeting encompasses statements from the Secretary General and Chair of the 2000 Council meeting, an extract from the final news release of the June meeting, the Declaration, plus the Guidelines chapter texts, implementation procedures, procedural guidance and commentaries.

7. This popular publication is already in its second printing since the Ministerial meeting. It is also available on OLIS [DAFFE/IME/WPG(2000)9] and on the OECD Guidelines website, as well as in an A5 format (same size as the booklet) using Acrobat Reader (pdf) on the website.

8. “Basic Texts” This document has been re-issued following the updated Declaration and revised Guidelines [DAFFE/IME(2000)20]. It presents the Declaration as a balanced package of OECD investment instruments, and includes the Declaration (as reproduced in the Ministerial Booklet) and the four Decisions on the instruments (National Treatment, MNE Guidelines, International Investment Incentives and Disincentives, and Conflicting Requirements on Enterprises). In addition, the relevant annexes to these Decisions, containing texts of the Guidelines and “General Considerations and Practical Approaches” on Conflicting Requirements have also been reproduced in this document. Consideration is also being to publishing this document in an A5 glossy format, which has been done with previous versions.

9. OECD Guidelines website  [http://www.oecd.org/daf/investment/guidelines/index.htm]. In addition to presenting the above on the Guidelines website, other information could be added to the website only. This would include the list of National Contact Points -- which are subject to change and which can become outdated rather quickly if published in hard copy -- the FAQs, as well as hotlinks to national Guidelines websites, BIAC, TUAC and NGOs, etc. Consideration could also be given to adding other documents of a more specialised nature, such as the technical supplement on clarifications [DAFFE/IME/WPG(2000)15].

Supplementary Publications

10. Promotional Leaflet  This publication will consist of one glossy double-sided sheet folded in three, which would offer basic information on the Guidelines and how further information may be obtained. It will be available in time for the meetings during the week of 11 December.

11. Policy Brief  This publication will offer basic information on the Guidelines, including how they work in practice. It encompasses material derived largely from the FAQs on the web, as well as other material based on the previous versions of the Green Book. OECD Policy Briefs, a regular publication series initiated in 1997, are capsule treatments of economic and social issues addressed at the OECD, and enjoy wide dissemination through both traditional and economic channels by the Organisation. They are available free of charge. Written for a general audience, each Brief explores a different issue by posing and responding to questions about it -- which in turn lends itself well to an exploration of how the Guidelines work given the template of FAQs already on the Guidelines website.

12. “Spotlight” section on the Guidelines in the OECD Observer  The OECD has commissioned five articles by a cross-section of individuals who played a part in the success of the Review: Marinus Sikkel, WPG Chairman; John Sweeney, President of the US AFL-CIO and current TUAC president; Lauro Soutello, Brazilian delegation to the WPG during the Review; Bruno Lamborghini, Chairman of Olivetti Lexikon S.p.A and chairman, BIAC Committee on International Investment and Multinational Enterprises; and Patricia Feeney, Human Rights Adviser, Oxfam.  All five contributors write on their own behalf and
hence offer a more direct perspective on the contribution that MNEs can make to the societies in which they operate.

13. The OECD’s *Observer* magazine is published in glossy format four to five times a year in English and French and provides an excellent opportunity for its broad readership to get to know and contribute to the debate on topical social and economic issues. It is produced in hard copy version and is also available on the OECD website. As well as responding thoughtfully to important current debates, the *Observer* acts as a catalyst for new discussion and ideas, making it a flag for emerging policy issues. Through the pages of the *Observer* the OECD’s experts offer insights on topics of wide concern. Each edition of the *Observer* reports on a core theme of the OECD’s on-going work, sometimes in the form of a “Spotlight”. The prospective Spotlight on the Guidelines may also be made available in an off-print for additional dissemination.