

OECD INTERNATIONAL REPORT ON PUBLIC COMMUNICATION

Public Communication & Open Government

In the current context of low levels of trust in government, declining levels of media freedom and the rapid spread of disinformation, citizens are calling for more information about government activities and a greater say in how decisions and policies are made. While governments increasingly acknowledge the important role of public communication, OECD analysis shows that its contribution to the open government principles of transparency, integrity, accountability and stakeholder participation can be amplified. OECD data shows that less than 10% of centres of government include promoting transparency or encouraging stakeholder participation among key objectives of whole-of-government communication strategies. A review of Open Government Partnership (OGP) Action Plans underlines this missed opportunity, with only 2% of commitments relating to media and communication.

Against this backdrop, and as part of the OECD Recommendation of the Council of Open Government, the OECD recognizes public communication as a key component to regaining citizen trust, promoting inclusive policymaking and supporting open government reforms.

The OECD International Report on Public Communication

The OECD is collaborating with the governments of Germany, Korea and the United Kingdom to develop the first evidence-based international report on public communication covering 60 countries. The report aims to further the analysis and understanding of how public communication efforts (via strategies, policies, initiatives and structures) and media ecosystems can best support transparency, integrity, accountability and participation, and hence, democracy. The objectives of the report are to:

Bridge the evidence gap on the contribution of public communication to democracy, security and inclusive growth.

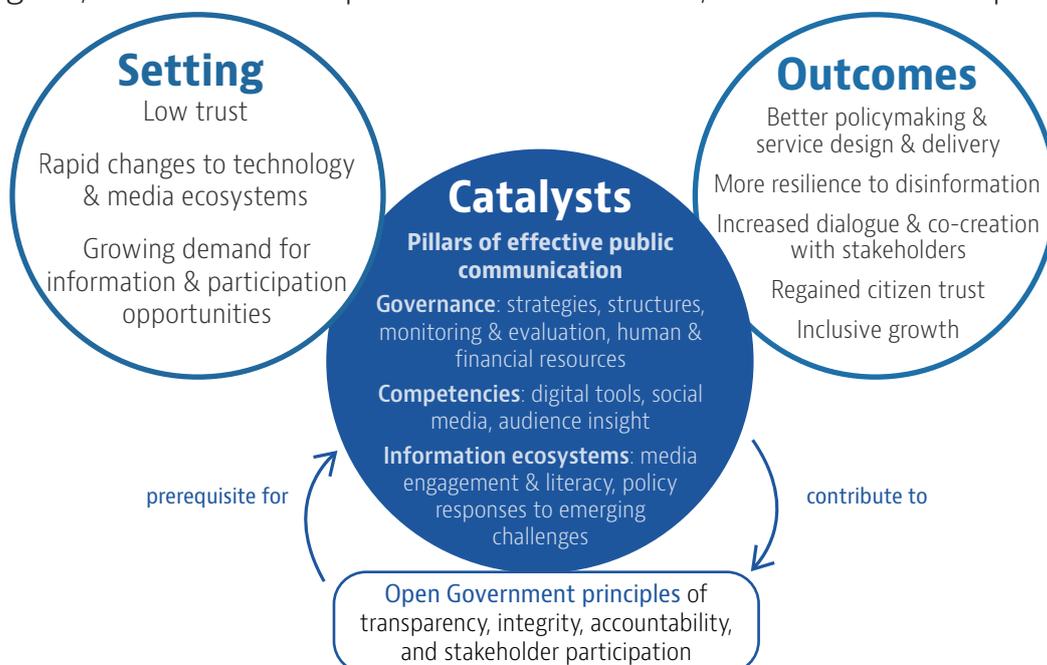
Reinforce awareness and use of communication as a lever for improved policymaking and service design and delivery, as well as a catalyst of open government principles.

Strengthen country resilience to disinformation

Disseminate good practices, success stories and lessons learned.

Analytical Framework

Public communication is defined as any communication activity or initiative led by public institutions for the public good, as distinct from political communication, which is linked to political debates or elections.



Methodology

The report will be based on the analytical framework, desk research, as well as surveys administered to OECD member and non-member countries. A first survey will target public officials in charge of communication in centres of government and those in charge of the open government agenda, and a second survey will target public officials in charge of communication within ministries of health.

A series of regional workshops in Latin America, South East Asia, Middle East and North Africa, Europe and North America will be held to discuss topics covered in the surveys and to validate their findings.

Focus Areas



Governance and prerequisites for effective communication

- Strategies, planning, monitoring and evaluation
- Institutionalization and professionalization of public communications:
 - Structures (processes, coordination, etc.)
 - Human resources, skills and training
 - Financial resources



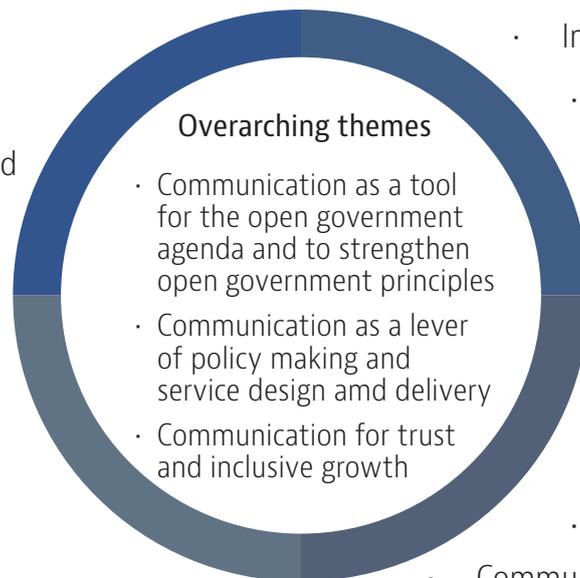
Media relations and disinformation

- Media relations
- Responses to disinformation

Communication competencies



- Audience insights and channels
- Digital communication (incl. social media)
 - Internal communication
 - Crisis communication
 - Communication campaigns
 - Evaluation and impact stories



Future of communications and priority areas of application



- Communication for the SDGs
- Communication for participation and civic space
- Artificial intelligence, behavioural intelligence, ethics, use of innovation and cutting-edge technologies in communication, etc.

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