Draft Agenda

MENA Validation workshop

"Towards More Strategic Public Communication in the Region"

17 November 2020

OECD
BETTER POLICIES FOR BETTER LIVES

MENA REGIONAL VALIDATION WORKSHOP

Towards more strategic public communications in the region

17 November 2020, 10.00am – 1.00pm (Paris time)

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Objectives of the meeting

This regional validation workshop aims at gathering the public communicators' community to discuss fostering a more strategic approach for public communication, in support of the open government principles of transparency, integrity, accountability and stakeholder participation, and validate the findings from the survey responses to the OECD public communication surveys answered by centres of government (CoG) and ministries of health (MH) in Jordan, Lebanon, Morocco and Tunisia.

It will also allow for an exchange of knowledge and lessons learned on the role of public communication in the response and recovery phases of the COVID-19 crisis. Indeed, the Coronavirus pandemic and related socio-economic crises have highlighted the importance of effective and transparent communication to implement policy, encourage behaviour change, and combat disinformation. This context has also highlighted the need to foster trust and engage more constructively with citizens on the path to recovery.

Preliminary agenda

Tuesday 17 November 2020 (3 hours)

10.00 – 10.15

Opening Remarks

- Ms. Karine Bard, Analyst, OECD - Context and objectives of the meeting
- Tour de table

10.15 – 11.30

Session 1 – Preliminary findings from the survey "Understanding Public Communication" in MENA countries

- Ms. Emilie Cazenave, Analyst, OECD – Presentation of the preliminary findings
- Tour de table
- Commentator: Ms. Kristina Plavšak Krajnc, public communication expert, Slovenia
- Q&A

This presentation will provide participants with an overview of preliminary findings related to public communication for a more open government, based on the answers of all four centre-of-governments to the survey "Understanding public communication" circulated in early 2020. This will be an opportunity to discuss common challenges and opportunities on selected topics in the region and help refine the understanding of their implementation.

11.30 –11.45   **15-minute break**

11.45 – 13.00

Session 2 – Measures and lessons learnt from communicating during the COVID-19 crisis

- Panel discussion
  - 1 representative from Jordan (TBC)
  - 1 representative from Lebanon
  - 1 representative from Morocco
  - 1 representative from Tunisia
- Q&A session

Participants will be invited to hear about practical measures and tools set up to respond to the Covid-19 crisis and how public communication activities and strategies have been used in this context to contribute to a more trustworthy and open government. Participants will share insights on the implementation public communication and open government measures that have been implemented to respond to the COVID-19 crisis and lessons learnt.

The Organisation for Economic Co-Operation and Development

The Organisation for Economic Co-operation and Development (OECD) is an international body that promotes policies to improve the economic and social well-being of people around the world. It is made up of 36 member countries, a secretariat in Paris, and committees, drawn from experts from government and other fields, for each work area covered by the organisation. The OECD provides a forum in which governments can work together to share experiences and seek solutions to common problems. It collaborates with governments to understand what drives economic, social and environmental change. The organisation also analyses and compares data to predict future trends.

The OECD Open Government Unit

The OECD Open Government unit supports countries in their efforts to build more transparent, accountable and participatory governments that can restore citizens' trust and promote inclusive growth. Through data collection, capacity building and the promotion of regional peer dialogue, the OECD provides in-depth analyses of open government strategies and initiatives, coupled with policy advice and actionable recommendations. The unit's work is based on the [OECD Recommendation of the Council on Open Government](#), the first international legal instrument on the topic, which defines the main tenets of the governance of open government strategies and initiatives and paving the way forward for this agenda across OECD members and partners.

The International Report on Public Communication

The OECD is developing the first evidence-based [international report on public communication](#) covering 40+ countries. The report is financially and substantially supported principally by the United Kingdom's Government Communication Service International (GCSI), with additional support from the Korean Development Institute (KDI) and the German Foreign Office (in the context of an ongoing project on citizen's voice in Middle East and North African countries).

The report will further the analysis and understanding of how public communication and media efforts can support transparency, integrity, accountability and participation.

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 services, and open government promotion
- Strengthen governments' resilience to disinformation
- Disseminate good practices, success stories and lessons learned

The report builds on the existing work of the OECD Public Communication and Media Reviews, which identify success factors, bottlenecks and actionable recommendations to help governments use public communication more strategically.

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