



ممول من الاتحاد الأوروبي
Funded by the European Union



Support to Enhanced Administrative and Public Economic Governance in Egypt

Policy dialogue on public communication

Agenda



5 December 2023
Sofitel El Gezira

Objectives

As part of the strategic partnership between the Government of Egypt and the European Union (EU), the policy dialogue on public communication of the **“Support to Enhanced Administrative and Public Economic Governance in Egypt”** project funded by the European Union, will take place on **5 December 2023 in Cairo**. This five-year project implemented by the Organisation for Economic Co-operation and Development (OECD) aims to support the efforts by the Government of Egypt to strengthen the monitoring and implementation of priority public governance reforms. More specifically, the EU funded project addresses three priority areas, namely support to the Egypt Vision 2030 and the National Administrative Reform Plan (ARP), as well as support to the effective and efficient execution of robust public finance systems. These objectives respond to the EU-Egypt Partnership Priorities 2021-2027 and will be implemented through the strategic collaboration between the Government of Egypt, the EU, and the OECD.

This policy dialogue on public communication is organised in the framework of the EU-funded project **“Support to Enhanced Administrative and Public Economic Governance in Egypt”**. More specifically, and based on the findings of the interviews conducted with Egyptian officials as well as their answers to the OECD surveys, the need to develop public communication guidelines that can help elevate the function and strengthen its contribution to transparency and participation has been underlined. These guidelines would indeed support a more effective public communication function by providing practical tools and checklists that public communication officials can use in their day to day jobs. They will be focused on MPED, CAO and NIGSD (with one or 2 focal points per institution joining) given the focus of the project on Vision 2030 and the ARP.

This dialogue will take stock of key findings, allow for the exchange of good practices from the MENA and OECD countries, and discuss the expected objectives and outline for the public communication guidelines.

The meeting will be held in English with Arabic interpretation available.

12.00 – 12.15 Welcoming coffee and registration

12.15 – 12.30 Introduction

- **Amr Soliman**, Policy analyst and lead, MENA-OECD Governance Programme
- **Karine Badr**, Policy Analyst, open government, civic space and public communication unit, open and innovative government division, Public Governance Directorate, OECD

12.30 – 14.00 Session 1. Overview of challenges and opportunities to strengthen the contribution of public communication

- **Mr. Khaled Aiad**, Communication and Public Relations Unit, MPED
- **Ms. Nesma El Khateeb**, Head of CAO Media Consultant, CAO
- **Mr. Nader Nour Eldin**, Head of the communication and awareness unit, NIGSD

Open discussion moderated by **Karine Badr, OECD**

14.00 - 14.15 Coffee Break

14.15 – 14.45 Session 2: Overview of good practices from MENA and OECD countries

This session will feature good practices from the MENA region and OECD countries on existing public communication guidelines and related efforts that have helped move towards a more strategic use of the public communication function. A particular emphasis will be made on how such efforts can help engage young people.

- **Mr. Koray Gür**, Media & Public Relations Officer, Stratcom Unit, Department of Strategic Communication and Crisis Management, Presidency of the Republic, Türkiye
- **Ms. Kristina Plavšak Krajnc**, former Director of the Government Information Service, public communication advisor, Slovenia
- **Ms. Youmna Chacar Ghorayeb**, Project Manager, Office of the Minister of State for Administrative Reform, Lebanon

Questions and Answers

14.45 – 16.00 Session 3: A focus on Egypt's public communication guidelines

Depending on the final number of participants, this session will include breakout groups. The different groups will discuss which topics to include in the guidelines and why, how the guide should be developed, how to ensure its operationalisation and sustainability.

Ms. Natalie Maroun, Managing Partner and Senior Communication Specialist, Element, France

16.00 – 16.15 Recap and next steps

- **Karine Badr**, Policy Analyst, open government, civic space and public communication unit, open and innovative government division, Public Governance Directorate, OECD
- **Caroline Mina**, Policy Analyst, MENA-OECD Governance Programme, Public Governance Directorate, OECD

16.15 End of Day

More information about the OECD's work on public communication and its network

For more than 5 years, the OECD through its Public Governance Directorate (GOV), has been focusing on the contribution of [public communication](#) to stronger democracies and more open governments. It does so by developing research and analysis, sharing good practices and lessons learned and identifying standards to help elevate this function and enable governments to fully seize its potential. This work includes the [first international comparative report on the communication function](#), [good practice principles for public communication responses to mis-and disinformation](#) and [examples of these efforts during the pandemic](#), as well as working papers on how OECD countries are developing [inclusive and accessible communication](#) as well as [innovative trends after COVID-19](#).

The OECD Public Communication Network (PCN) (previously referred to as the OECD Experts Group on Public Communication) is a sub-group of the OECD's Working Party on [Open Government](#). It was formed as a platform to steer international dialogue, facilitate multi-lateral cooperation, and promote a more citizen-centred public communication function as an instrument of policy-making and open government. It aims to expand knowledge and evidence on emerging public communication issues and practices, while supporting the development of capacity and competencies needed to succeed in a changing communication landscape. The PCN includes government officials in charge of whole-of-government public communication working within centres of government in OECD member and non-member countries. Communicators from sector ministries such as health ministries and environment agencies are also included, given the focus of current and previous projects. The Group also includes non-governmental stakeholders, including from academic institutions, civil society, and the private sector. To date, the PCN has met on 6 occasions and its first in person meeting was held in Paris in September 2022.



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