



ممول من الاتحاد الأوروبي
Funded by the European Union



Support to Enhanced Administrative and Public Economic Governance in Egypt

Policy dialogue on public communication

Summary Note



5 December 2023

Cairo, Egypt

The EU-funded project “**Support to Enhanced Administrative and Public Economic Governance in Egypt**” is implemented by the Organisation for Economic Co-operation and Development (OECD) for a period of five years (2022-2026). It 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 through two components, namely support to the Egypt Vision 2030 and the National Administrative Reform Plan, as well as support to the effective and efficient execution of 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.

Objective of the policy dialogue

The **policy dialogue on public communication** was organised by the OECD on **5 December 2023** to enable an exchange on effective public communication and inform the development of public communication guidelines that can help elevate the function in Egypt and strengthen its contribution to transparency and participation, topics that were identified as a key challenge. The dialogue included representatives from the Ministry of Planning and Economic Development (MPED), the Central Agency for Organisation and Administration (CAOA) and the National Institute for Governance and Sustainable Development (NIGSD), in addition to the OECD Secretariat, public communication experts, and peers from OECD member and non-member countries, including Slovenia, Türkiye, Lebanon and Morocco.



Summary

During the opening remarks, Amr Soliman, Policy Analyst and Lead, MENA-OECD Governance Programme, placed the activity within the context of the project, while Karine Badr, Cluster Lead on public communication in the OECD’s Innovative, Digital and Open Governance Division (INDIGO), gave an overview of the OECD’s work on [public communication](#), as well as the [OECD’s Public Communication Network](#). This included the definition and principles of effective communication, its role in contributing to the open government principles of transparency, integrity, accountability and stakeholder participation, as well as how communication can support improved policies and services. Karine Badr also built on the findings of the OECD review currently underway including a chapter on access to information and public communication. She presented the objectives of public communication guidelines and how they can help 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. These guidelines would also serve to enable more effective and inclusive communication around Vision 2030 and CAOAs Administrative Reform Plan.

A round of interventions from the Egyptian side followed, with MPED, CAOAs and NIGSD presenting their latest achievements and practices in the field of public communication, as well as the challenges they face in this field and what they would be interested in seeing in the guidelines. CAOAs highlighted the successful implementation of its communication campaign that accompanied the issuance of the civil service law. They made use of various tools and methods, including illustrative videos and leaflets to facilitate the civil servants’ understanding of the key elements of the law. These materials were designed by using simple and plain language as well as visuals to ensure clarity. CAOAs also emphasized the significant efforts made with regards to keeping citizens informed, by regularly publishing quarterly progress brief, easily accessible on their website. MPED also acknowledged the

significant role played by the ministry in communicating the Egypt Vision 2030 throughout the country. This was achieved through various events and platforms, including workshops, conferences, and seminars, particularly during the early years of its publication. However, with the release of the updated version of the vision, there is a need for increased efforts to effectively communicate the vision's goals to different stakeholders and actors. Furthermore, NIDSG confirmed its commitment to spreading awareness about Egypt Vision 2030 through multiple platforms and events that address several sectors such as the academic, private sectors and civil society. All partners agreed that dedicating sufficient resources and capacity building are crucial areas that need to be supported to maintain quality communication in the public sector and effectively contribute to ongoing endeavours. The Egypt Impact Lab highlighted the influence of public communication in the expansion of social development programs in Egypt, notably the "Bab Amal" program. It was mentioned that even though certain social development programs have achieved remarkable significance and success, the communication aspect still plays a crucial role in facilitating their scaling up and reaching the intended beneficiaries.



This was followed by peer interventions from Slovenia (Kristina Plavsak Kranj), Türkiye (Koray Gur), Lebanon (Youmna Ghorayeb) and Morocco (Amal Alami) who shared country experiences. In this regard, Slovenia highlighted the need to bolster inter-ministerial coordination and underscored the importance of strategic plans and communication guidelines in order to ensure impactful communication. In particular, Slovenia shared the steps undertaken with regard to communication on the implementation of Agenda 2030, notably efforts in fostering continued civic engagement and conducting public surveys on the quality of life. She also highlighted the institutionalization of the public communication function, lessons learned from public communication networks as well as how to engage with civil society organisations, women and youth through public communication efforts.



Consequently, the Moroccan peer highlighted the experience of the Ministry of Digital Transformation and Administrative Reform of Morocco, which, with support from the OECD, established a Public Communication Network. In this sense, the Ministry, worked on preparing the Public Communication Guide, which is one of the main recommendations of the Citizen's Voice in Morocco report. This guide aims to define the distinction between political communication and public communication, and to raise the level of awareness among government agencies about the role of public communication in developing public policies, improving public participation in public policy, and strengthening public communication inside ministries and promoting open and transparent governance, a major tool for implementing government programs and one that contributes to

shaping and providing political reforms and better public services. The intervention of Lebanon highlighted how the Office of the Minister of Administrative Reform (OMSAR) is implementing AFKAR program which aims at promoting dialogue on public policies between the civil society and the public sector through an e-learning program (an electronic communication platform). OMSAR serves as the point of contact for citizens' enquiries relating to public administrative procedures. Türkiye's intervention focused on the functions and mandate of the Directorate of Communications at the Presidency of the Republic, namely its function in coordinating efforts of communication with all agencies of the state and adopting a holistic communication strategy.

The last session of the event focused specifically on the forthcoming public communication guidelines and was moderated by Natalie Maroun. Participants were divided into three groups to discuss (1) who the guidelines should be for and who could benefit the most from them; (2) what they should include; (3) how to encourage the implementation of the guidelines and their sustainability. A recap of the key points raised in each group was then shared with all the participants before concluding remarks from the OECD.

Next Steps:

As key outcomes, the policy dialogue supported MPED, CAO and the NIGSD in learning good practices and lessons learned from OECD member-and partner countries in the field of public communication, and identifying which gaps and challenges the public communication guidelines that are planned as part of this project can help address. Follow-up discussions will continue with the project stakeholders on the outline of the guideline as well as its different sections.

For more information:

[Support to Enhanced Administrative and Public Economic Governance in Egypt \(2022-2026\)](#)