OECD PUBLIC GOVERNANCE REVIEWS
PUBLIC COMMUNICATION & MEDIA FOR A MORE OPEN GOVERNMENT

WHAT ARE THEY?

Public Governance Reviews on Public Communication & Media for a More Open Government support countries in their efforts to strengthen the contribution of public communication and media ecosystems to the open government principles of transparency, integrity, accountability and stakeholder participation. Guided by the OECD Recommendation of the Council on Open Government (2017), Reviews identify success factors, bottlenecks and actionable recommendations to help governments use public communication more strategically. Reviews also support country efforts in addressing the challenges of evolving media ecosystems, including threats posed by the spread of disinformation.

Finally, reviews can address specific issues according to the country's priorities (i.e. access to information, digital communications, and governance responses to the challenges posed by misinformation, disinformation, hate speech, etc.). They can also be accompanied by implementation support, capacity-building workshops and international or regional policy dialogue events, as desired by the partner country. They can be adapted to include or focus specifically on the needs of other partners such as civil society, the media and research organisations.

HOW DO REVIEWS WORK?

· Based on a partnership with the country

· Tailored to the country's institutional, cultural and legal context

· Include all relevant actors, outside as well as within government

· Supported by peer reviewers from OECD member countries

· Conducted by a multidisciplinary team of experts from the OECD

· Provide a comparative perspective, based on evidence and good practices

· Benefit from insights from all relevant areas of OECD work (e.g. open government, digital government, public sector innovation, etc.)

· Aligned with the country's reform priorities.

· Adapted in cases of joint/twin reviews of two or several member countries or authorities.

ANALYTICAL FRAMEWORK

The OECD'S approach identifies catalysts related to public communication and media ecosystems that can help reach a number of policy outcomes in an increasingly challenging environment for governments.

Setting	Pillar 1 Institutional and governance prerequisites for public communication		Outcomes
• Low levels of public trust		• Mechanisms for coordination • Results-based strategies and plans • Effective monitoring and evaluation systems • Necessary human and financial resources	• Improved policy making and service delivery
• Unprecedented global challenges	**Pillar 2** Core competencies and capacities for public communication	• Developing audience insights and channels • Executing communications campaigns • Digital and social media engagement • Building capacities for crisis communications	• Greater resilience to disinformation
• Rapid changes to media and information systems	**Pillar3** Media and information enabling environment	• Addressing structural challenges • Reinforcing laws and institutions • Understanding stakeholder dynamics	• Increased dialogue and participation with stakeholders
• Growing demand for information			

Reinforcing transparency, integrity, accountability and stakeholder participation

THE OECD'S WORK ON PUBLIC COMMUNICATION & MEDIA

The reviews are part of the broader work of the Public Governance Directorate in this area, which also includes:

OECD INTERNATIONAL REPORT ON PUBLIC COMMUNICATION

This publication will provide a comparative analysis of public communication practices and initiatives across the world, their contribution to open government principles, and challenges countries face in responding to changing media ecosystems, including disinformation. The OECD Experts Group on Public Communication (EGPC) was created in 2020 to support discussion of the preliminary findings and the future of public communication. Done in collaboration with the UK, Germany and Korea.

CITIZENS' VOICE: COMMUNICATION & MEDIA FOR A MORE OPEN GOVERNMENT

Since 2016, the OECD has accompanied MENA countries (including Jordan, Lebanon, Morocco and Tunisia) to promote the contribution of public communication and the media toward a more open government. This work includes providing policy recommendations, capacity building activities, support for the establishment or current activities of national networks of public communicators, as well as regional policy dialogue. Done in collaboration with Germany.

GOVERNANCE RESPONSES TO DISINFORMATION & HATE SPEECH

The OECD is developing a work stream on governance responses to the challenges posed by hate speech, polarisation, online violent content, disinformation and misinformation, aiming to provide an overview of the changing media ecosystems and the threats related to information disorder. It also identifies trends and best practices of emerging governance responses by OECD member and partner countries.

RELATED PUBLICATIONS

Forthcoming in 2021:

- Public Communication and Open Government: The Global Context and the Way Forward
- Citizens' Voice: The role of communication and media for a more open government in Jordan, Lebanon, Morocco and Tunisia

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