

# 2021 MENA-OECD Ministerial Week

# Governance FORUM

30-31 March 2021

Putting users - citizens  
and businesses - at the centre

SIGMA Ministerial conference for the European  
Neighbourhood South region on user-centric service delivery

30 March  
13:00 – 15:00 (CEST)



**SIGMA**

Creating Change Together



A joint initiative of the OECD and the EU,  
principally financed by the EU



Government  
of Tunisia



MENA - OECD  
Governance Programme

# Overview of the 2021 MENA-OECD Ministerial Week

<b>MENA-OECD Competitiveness Forum</b>	<b>MENA-OECD Governance Forum</b>	<b>MENA-OECD Initiative on Governance and Competitiveness for Development</b>
<b>Government-Business Summit</b> 30, 31 March (13h-16h CEST)	<b>Governance Forum</b> "Visions for Recovery" 30, 31 March	<b>Ministerial meeting</b> 1 April (13h-16h CEST)
<b>Launch of the publication</b> "Middle East and North Africa Investment Policy Perspectives" (MENA IPP)	<b>Citizens' Voice:</b> Effective public communication for enhancing open government and supporting the COVID-19 recovery 30 March (11h-13h CEST)	<b>Opening session</b>
<b>Economic integration at the core of recovery and growth</b> - Enabling a sound business climate and promoting investment - Enhancing trade, connectivity and value chains	<b>SIGMA Ministerial conference for the European Neighbourhood South region on user-centric service delivery: "Putting users - citizens and businesses - at the centre"</b> 30 March (13h-15h CEST)	<b>High-level Ministerial Panel:</b> Designing a Roadmap to Recovery in MENA
<b>A post-COVID economy delivering decent jobs</b> - An eco-system for youth economic empowerment - Moving away from informality to entrepreneurship, employment and social resilience	<b>Visions for Recovery:</b> Digital Governance and Rule of Law for more open, accessible and efficient public services (with MENA-OECD Training Centre of Caserta) 31 March (10h-12h CEST)	<b>Closing session:</b> Way forward and adoption of the Ministerial Declaration
	<b>Visions for Recovery:</b> Delivering for the most vulnerable 31 March (14h-15h15 CEST)	

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[See Data Protection Rules](#)

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- Only the host (OECD) or co-hosts can enable a recording on their local computers.
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- Participants enter the conference call muted and without video showing, unless and until they enable these features themselves.
- Avoid discussing any highly-sensitive matters.

**Do NOT share your personal invitation link**

# AGENDA

## Putting users - citizens and businesses - at the centre

### SIGMA Ministerial conference for the European Neighbourhood South region on user-centric service delivery

30 March, 13:00-15:00 (CEST)  
Via Zoom - Kindly register [HERE](#)

*Simultaneous interpretation in English, French and Arabic will be provided.*

Chair: Mr. **Gregor VIRANT**, Head of the SIGMA Programme

13:00 - 13:10	Opening Remarks
	<ul style="list-style-type: none"><li>• <b>Ms. Elsa PILICHOWSKI</b>, Director, Directorate for Public Governance, OECD</li><li>• <b>Ms. Hasna BEN SLIMANE</b>, Tunisian Minister to the Head of Government in charge of the Civil Service, Co-Chair of the MENA-OECD Governance Programme</li></ul>
13:10 - 13:20	Key note: Future perspectives on the renewed partnership with the Southern Neighbourhood
	<ul style="list-style-type: none"><li>• <b>Mr. Maciej POPOWSKI</b>, Director-general, DGNEAR, European Commission</li></ul>
13:20 - 14:10	Ministerial Panel: Public service delivery and the changing role of the citizen/user
	Moderator: <b>Bianca BRETECHE</b> , regional manager ENP South, SIGMA Programme Panelists: <ul style="list-style-type: none"><li>• <b>Mr. Ahmed HANANDEH</b>, Jordanian Minister of Digital Economy and entrepreneurship</li><li>• <b>Ms. Petra De SUTTER</b>, Belgian Deputy Prime Minister, Minister of Civil Service, Public Enterprises, Telecommunication and Post.</li></ul>

Continue below



# AGENDA

- **Mr. Saleh EL SHEIKH**, President of the Egyptian Central Agency for Organization and Administration.
- **Mr. Belkacem BOUCHEMAL**, Director-General, Algerian General Directorate for Public Service.
- **Mr. Ahmed LAAMOUMRI**, Secretary General, Moroccan Ministry of Economy, Finance and Administrative Reform, Administrative Reform Department.

14:10 – 14:50 | Sharing insights on user-centric service delivery in the ENP South

Moderator: **Nick THIJS**, Senior Advisor, OECD/SIGMA Programme

- **Ms. Lamia MOUBAYED**, President, the Lebanese Institute of Finance Basil Fuleihan
- **Mr. Estephan SALAMEH**, Advisor to the Palestinian Prime Minister for Planning and Aid Coordination.
- **Mr. Thami EL MAAROUFI**, Coordinator of the Moroccan National Business Environment Committee (CNEA)
- **Ms. Barbara Ubaldi**, Head of Digital Government and Data Unit, OECD

14:50 – 15:00 | Closing words

- **Ms. Claudia WIEDEY**, Ambassador, Head of the EU Delegation – Morocco
- **Mr. Antonio BERNARDINI**, Ambassador of Italy to the OECD, Co-Chair of the MENA-OECD Governance Programme

# Context

The demands on the public sector are constantly evolving at an accelerating pace. The coronavirus (COVID-19) pandemic has highlighted the pivotal role of the public sector. Public sector organisations are being reformed in order to provide better, faster and more services. However, quality, quantity and speed are not the only new competences that society requires from government. As the pace of societal change is accelerating rapidly, government needs to be able to respond to changing demands by offering new solutions. Secondly, as reform has the purpose of re-establishing trust in government, governments need to provide more choice, democracy and transparency by interacting with citizens/users at all stages of the policy and service delivery process.

The place and the role of the citizen/user have become of very high importance in these changes and reforms. Traditionally, the role of the citizens/users was largely passive. Nowadays, citizens/users are increasingly involved in this policy and management cycle at different stages (design, decision, implementation and monitoring; and evaluation). Citizens/customers become co-designers, co-deciders, co-producers and co-evaluators. Where the traditional relationships were hierarchical, the new relationships are instead more inclusive. The approach of many administrations still focuses too much on obligations and procedures and too little on improving citizens' quality of life. Putting the citizen/user at the centre of government's work is therefore a true shift in mindset.

## **User-centric service delivery as a cornerstone of the Principles of Good Public Administration**

Good public administration is an essential component in promoting sustainable and green economies, creating jobs and attracting investors. Administrative simplification leads to a less burdensome environment for economic growth, while modern service delivery methods, such as e-government solutions and one-stop shops, increase the accessibility of services.

Developing good public administration requires political commitment, vision, strategy, the definition of priorities and the right sequencing of actions. This commitment needs to be translated into practice, with public services designed, delivered and constantly re-designed around the evolving needs of the user, rather than for the convenience of the administration. Building on this, the aim of [The Principles of Public Administration](#) is to focus on service delivery by the public administration, its added value, efficiency and improvement in the context of limited and scarce financial resources.

## **General aim of the conference**

This high-level event aims to provide a platform for representatives of the region to consider and discuss recent developments, key success stories and common challenges in relation to the service delivery area.

The event will include comparative insights from a regional and international perspective through the participation of representatives of the EC, OECD and other international partners active in the region on service delivery issues. This high-level event is a follow-up to the first SIGMA ENP South Regional Service Delivery Conference "Administration for citizens and businesses", held in 2018 in Morocco.



## THE OECD

The Organization for Economic Co-operation and Development (OECD) is an international organization in which governments work together to find solutions to common challenges, develop global standards, share experiences and identify best practices to promote better policies for better lives.

## About SIGMA

SIGMA (Support for Improvement in Governance and Management) is a joint initiative of the [OECD](#) and the [European Union](#), principally financed by the EU. Its key objective is to strengthen the foundations for improved public governance, and hence support socio-economic development through building the capacities of the public sector, enhancing horizontal governance and improving the design and implementation of public administration reforms, including proper prioritisation, sequencing and budgeting. SIGMA has been working with its partners on strengthening their public governance systems and public administration capacities since 1992.

## The MENA-OECD Governance Programme

The MENA-OECD Governance Programme is a strategic partnership between MENA and OECD countries to share knowledge and expertise, with a view of disseminating standards and principles of good governance that support the ongoing process of reform in the MENA region. The Programme strengthens collaboration with the most relevant multilateral initiatives currently underway in the region. In particular, the Programme supports the implementation of the G7 Deauville Partnership and assists governments in meeting the eligibility criteria to become a member of the Open Government Partnership. Through these initiatives, the Programme acts as a leading advocate of managing ongoing public governance reforms in the MENA region. The Programme provides a sustainable structure for regional policy dialogue as well as for country specific projects. These projects correspond to the commitment of MENA governments to implement public sector reforms in view of unlocking social and economic development and of meeting citizens' growing expectations in terms of quality services, inclusive policy making and transparency.



# Contacts

**Nick Thijs**

*Senior Advisor, OECD/SIGMA Programme*

[Nick.Thijs@oecd.org](mailto:Nick.Thijs@oecd.org)

**Roula Sylla**

*Policy Advisor, OECD/SIGMA Programme*

[Roula.Sylla@oecd.org](mailto:Roula.Sylla@oecd.org)

**Angélique Dartagnan**

*Project Co-ordinator, OECD/SIGMA Programme*

[Angelique.Dartagnan@oecd.org](mailto:Angelique.Dartagnan@oecd.org)

For further information:

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