



OPEN GOVERNMENT AND INSTITUTIONAL COMMUNICATION

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The situation in the world

- Only 43% of citizens that trust their government, OECD.
- Dangerously low levels of media freedom, at their lowest since the Economist Intelligence Unit's Democracy Index began in 2006
- 50% of the world population are disengaged with media (i.e. consume news less than once per week), Edelman Trust Barometer 2018.



The situation in Italy

- Flawed Democracy, according to EIU
- 47th country in the world for trust in 2018 and the one with the most extreme trust losses, according to Edelman
 - 70% worries about the use of fake news as weapon



Perception or reality?

- Both EIU and Edelman are based on perception indicators and samples of population.

“Disinformation thus thrives on the absence of healthy confrontation with other sources of information that could effectively challenge prejudices and generate constructive dialogue”

- Pope Francis, January 2018

“Facebook and Google have grown into ever more powerful monopolies...and they have caused a variety of problems of which we are only now beginning to become aware.”

- George Soros, January 2018



What is to be done?

How can governments restore citizens' **trust** by increasing their **transparency** and improving their **accountability**, while fighting **fake news** and meeting the challenges posed by **social media**?



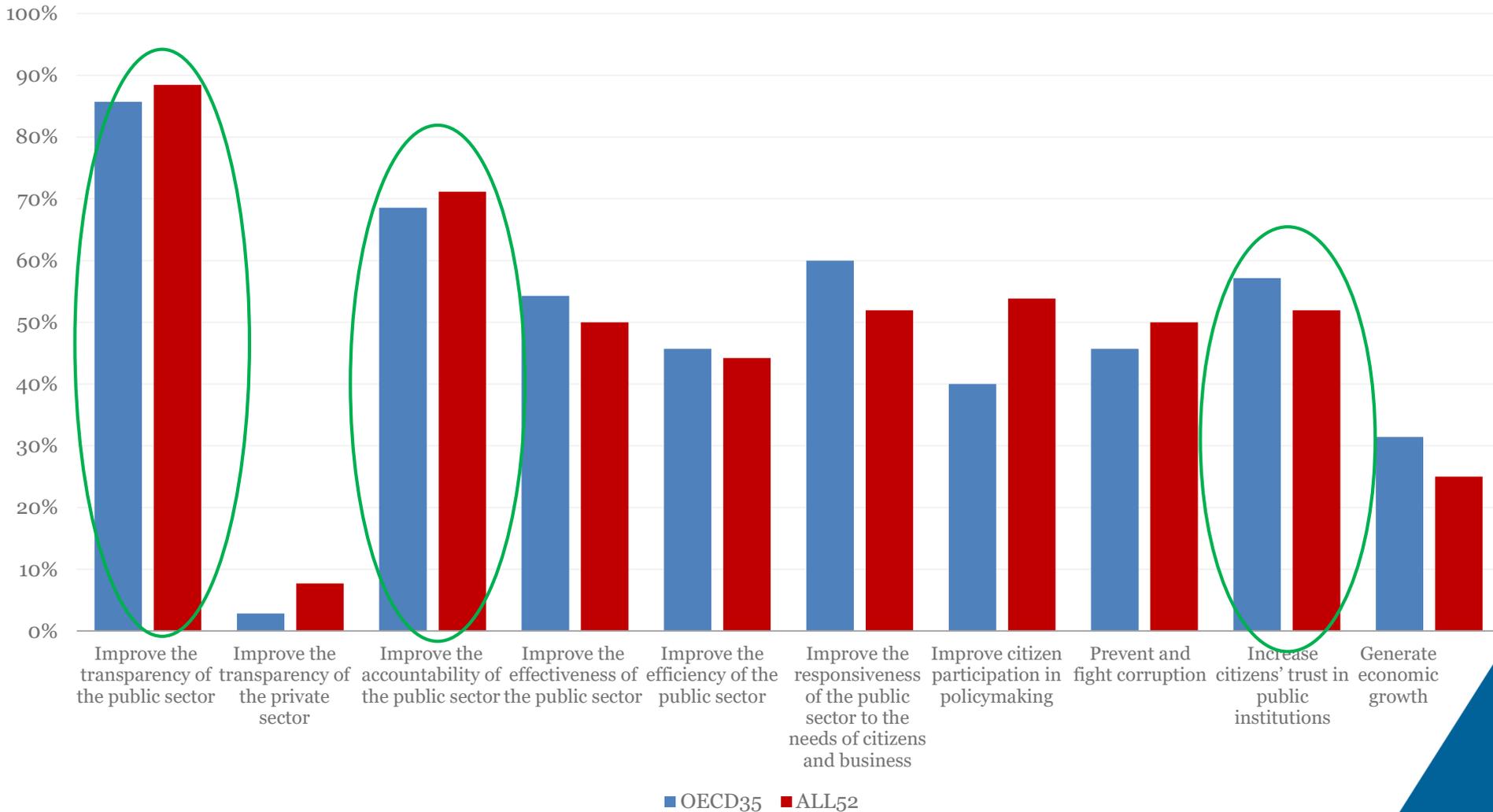
Open Government informing the response to these challenges

***Open Government:** a culture of governance that promotes the principles of transparency, integrity, accountability and stakeholder participation in support of democracy and inclusive growth*

Effective institutional communication is critical to achieve this vision



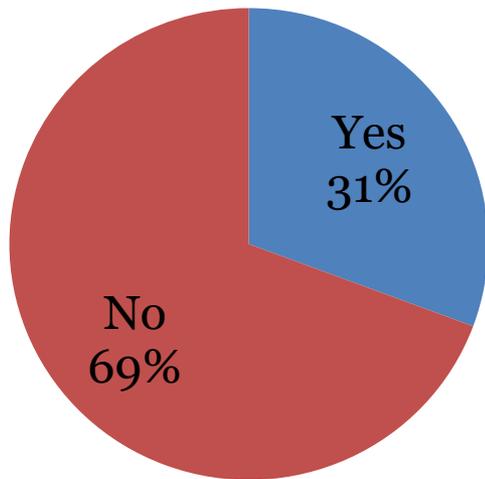
Objectives of open government strategies



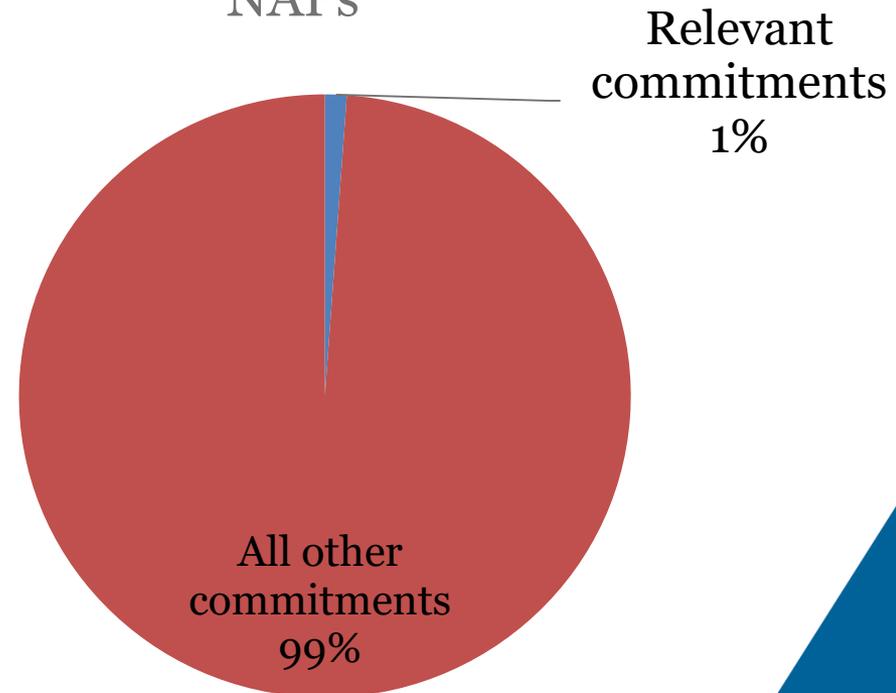


Open Government and institutional communication: a missing link...

Countries with relevant OGP commitments



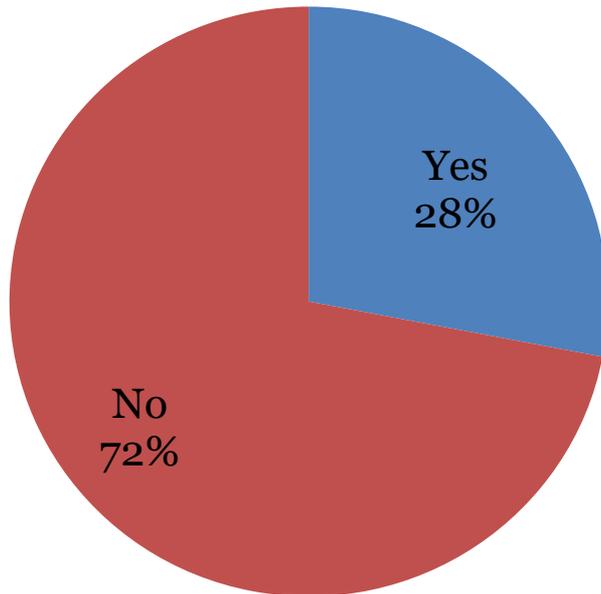
Relevant commitments in all OGP NAPs



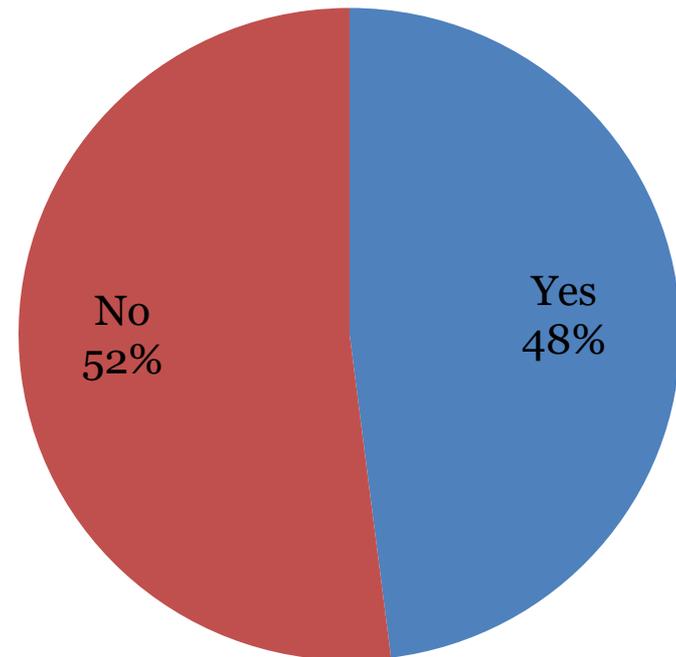


How are countries communicating via social media? Hardly and badly...

Does your government have a dedicated strategy for the use of social media?



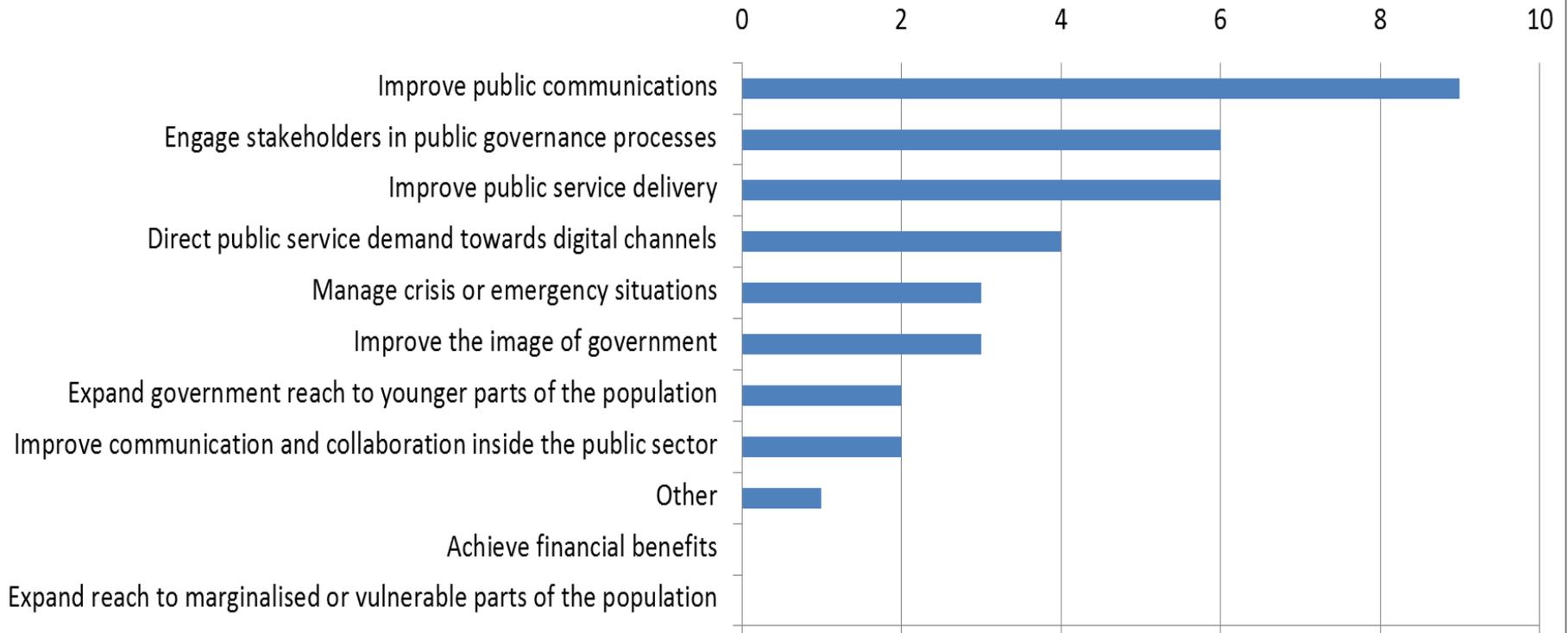
Does your government formulate explicit objectives for their use?





Why are we sub-utilizing social media platforms?

What are your government's main objectives or expectations for the use of social media?



Note: Responses from 12 countries that indicated having specific objectives or expectations for government social media use; up to three answer options allowed.

Source: OECD (2013), "Survey on government use of social media".



The OECD Open Government Recommendation

OECD Recommendation of the Council on Open Government



I. AGREES that, for the purpose of the present Recommendation, the following definitions are used:

- **Open Government:** a culture of governance that promotes the principles of transparency, integrity, accountability and stakeholders' participation in support of democracy and inclusive growth;
- **Open State:** when the executive, legislature, judiciary, independent public institutions, and all levels of government collaborate, exploit synergies, and share good practices and lessons learned among themselves and with other stakeholders to promote transparency, integrity, accountability, and stakeholders' participation in support of democracy and inclusive growth;



II. RECOMMENDS that Members and non-Members having adhered to the Recommendation (hereafter the "Adherents") develop, adopt and implement open government strategies and initiatives that promote the principles of transparency, integrity, accountability and stakeholders' participation in designing and delivering public policies and services, in an open and inclusive manner. To this end, Adherents should:

1. Take measures, in all branches and at all levels of the government, to develop and implement open government strategies and initiatives in collaboration with stakeholders and to foster commitment from politicians, members of parliament, senior public managers and public officials, to ensure successful implementation and prevent or overcome obstacles related to resistance to change;
2. Ensure the existence and implementation of the necessary open government legal and regulatory framework, including through the provision of supporting documents such as guidelines and manuals, while establishing adequate oversight mechanisms to ensure compliance;
3. Ensure the successful operationalisation and take-up of open government strategies and initiatives by:
 - (i) Providing public officials with the mandate to design and implement successful open government strategies and initiatives, as well as the adequate human, financial and technical resources, while promoting a supportive organisational culture;
 - (ii) Promoting open government literacy in the administration, at all levels of government, and among stakeholders.
4. Coordinate, through the necessary institutional mechanisms, open government strategies and initiatives - horizontally and vertically - across all levels of government to ensure that they are aligned with and contribute to all relevant socio-economic objectives;
5. Develop and implement monitoring, evaluation and learning mechanisms for open government strategies and initiatives by:
 - (i) Identifying institutional actors to be in charge of collecting and disseminating up-to-date and reliable information and data in an open format;
 - (ii) Developing comparable indicators to measure processes, outputs, outcomes, and impact in collaboration with stakeholders; and
 - (iii) Fostering a culture of monitoring, evaluation and learning among public officials by increasing their capacity to regularly conduct exercises for these purposes in collaboration with relevant stakeholders.
6. Actively communicate about open government strategies and initiatives, as well as about their outputs, outcomes and impact, in order to ensure that they are well-known within and outside government, to favour their uptake, as well as to stimulate stakeholders' buy-in.
7. Proactively make available clear, complete, timely, reliable and relevant public sector data and information that is free of cost, available in an open and non-proprietary machine-readable format; easy to find, understand, use and reuse; and disseminated through a multi-channel approach, to be prioritised in consultation with stakeholders;
8. Grant all stakeholders equal and fair opportunities to be informed and consulted and actively engage them in all phases of the policy-cycle and service design and delivery. This should be done with adequate time and at minimal cost, while avoiding duplication to minimise consultation fatigue. Further, specific efforts should be dedicated to reaching out to the most relevant, vulnerable, underrepresented, or marginalised groups in society, while avoiding undue influence and policy capture;
9. Explore innovative ways to effectively engage with stakeholders to source ideas and co-create solutions and seize the opportunities provided by digital government tools, including through the use of open government data, to support the achievement of the objectives of open government strategies and initiatives;
10. Promote a progressive move from the concept of open government toward that of open state, while recognising the respective roles, prerogatives and overall independence of all concerned parties.



For more information please contact: opengov@oecd.org | <http://oe.cd/26M>

Inclusive approach with on and off line consultations

Strong collaboration with OGP, other IGOs and CSOs

Informal experts group with 15 Members + Partners

15 years of implementation and evidence-based analysis



The importance of communication

Recommendation Provision 6

Actively **communicate about** (open) **government strategies and initiatives**, as well as about their outputs, outcomes and impact, in order to ensure that they are well-known within and outside government, to favour their uptake, as well as to stimulate stakeholder buy-in.



What to communicate

Recommendation Provision 7

Proactively make available clear, complete, timely, reliable and relevant **public sector data and information** that is free of cost, available in an open and non-proprietary machine-readable format, easy to find, understand, use and reuse, and disseminated through a multi-channel approach, to be prioritized in consultation with stakeholders



How to communicate

Recommendation Provision 8

Grant all stakeholders **equal and fair opportunities to be informed and consulted and actively engage** them in all phases of the policy cycle and service design and delivery...



Through what means

Recommendation Provision 9

Promote innovative ways to effectively engage with stakeholders to source ideas and co-create solutions and **seize the opportunities provided by digital government tools (i.e. social media), including through the use of open government data**, to support the achievement of the objectives of open government strategies and initiatives



Italy, an OECD best practice

Legal and Policy Framework

Journalists
more trusted
than media
platforms
(67% vs 53%)

New Public Journalism

Active CSOs



Grazie!



For more information:

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<http://www.oecd.org/gov/open-government.htm>