

Concept note and preliminary agenda

**Effective public communication for an
inclusive response and recovery from Covid-19**

Draft Agenda

International Virtual Conference
9 December 2020, 8.00-11.00 (Paris) / 15.00-18.00 (Seoul)

In collaboration with the Korean Ministry of Culture, Sports, and Tourism (MCST), and the Korean Development Institute (KDI) School of Public Policy and Management, the OECD Open Government Unit will organise an international conference bringing together key governmental and non-governmental stakeholders. The event will seek to identify and share lessons from the pandemic for communicating more effectively to enhance transparency and citizen participation, and for fostering a more resilient ecosystem that facilitates the flow of information for a whole-of-society response to the Covid-19 crisis and a collective effort to build back better in its aftermath.

The event will include a high-level opening, a first session on innovative practices in public communication emerging from the pandemic response, followed by a second session on multi-stakeholder partnerships on communication, counter-disinformation, participation, and more. Speakers will include government officials and representatives from international organisations, the private sector, and civil society organisations.

Organisers:

Korean Ministry of Culture, Sports, and Tourism (MCST)

Korean Development Institute (KDI) School of Public Policy and Management

OECD Open and Innovative Government Division

Objectives:

- To reflect on national and international experiences, challenges, and lessons learned for public communication in light of the pandemic and other urgent economic, social and environmental crises.
- To identify priority actions to foster multi-stakeholder cooperation and embed open government principles in public communication for an inclusive and sustainable post-COVID-19 recovery.
- To shed light on the key structural and policy enablers of more effective public communication and help set a related agenda for reform in Korea.



Preliminary Agenda

8.00/15.00: Opening Remarks

Opening remarks and welcome message:

- **Yang-woo PARK** Minister, Ministry of Culture, Sports, and Tourism
- **Jong-il YOO** Dean, KDI School of Public Policy and Management
- TBC **Angel Gurria**, Secretary-General, OECD

8.30/15.30: Session 1 – Innovating public communication: Lessons from the Covid-19 pandemic

The COVID-19 crisis has given a powerful demonstration of the role of responsive, adaptive and effective public communication. It has sought to bring stakeholders to action in a whole-of-economy and whole-of-society effort to inform and jointly respond to the pandemic. At the same, governments were challenged overnight to embed digital and innovative approaches in their communication with citizens in balance with the urgency and velocity of a fast-paced developing scenario.

Almost one year after the onset of this global crisis, what are the lessons for public communication? How do we build on these learnings into consolidated practices for a stronger contribution to policymaking?

The session will include a presentation of preliminary findings from the upcoming OECD international report on public communication.

Moderator: OECD

- TBC, Ministry of Culture, Sports, and Tourism, Korea
- TBC, Alex Aiken, Executive Director, Government Communications Service, United Kingdom
- TBC Erik Den Hoedt, Director, Public Information and Communication, Ministry of General Affairs, Netherlands
- TBC Malaysian representative
- TBC, SEA country representative

9.40/16.40: Break time

8.50/16.50: Session 2 – Engaging with stakeholders for a more resilient response (1 hour)

The COVID-19 pandemic has highlighted the need for governments to engage citizens and stakeholders as partners in addressing complex policy issues. The “infodemic” that unleashed similarly pointed to the vulnerability of media ecosystems and the role of governments and stakeholders across the spectrum in safeguarding it.

This conversation will focus on the ways that governments can partner with key actors to enable more effective communication that supports transparency, integrity and accountability.

Moderator: OECD

- TBC Katju Holkeri, Public Governance Department in the Ministry of Finance, Finland



- Taejun Lee, Professor, KDI School of Public Policy and Management, Korea
- Darrell M. West, Vice President and Director of Governance Studies, Brookings Institution
- Sanjay Pradhan, CEO, Open Government Partnership (OGP)
- Hyun-mo Koo, CEO, Korea Telecom (KT) Corporation

10.50/17.50: Closing remarks