



# Citizens' Voice: the role of public communication and media for a more open government in Lebanon



Capacity building seminars  
24 and 26 March 2021



Federal Republic of Germany  
Foreign Office



## Seminar Objectives

Within the framework of the Citizens' Voice project supported by the Foreign Office of the Federal Republic of Germany, the OECD and OMSAR are organizing two capacity building seminars to support members of the network of public communicators in Lebanon in adopting a more strategic approach toward communication, improving the use of messaging, and delivering this to citizens through effective media and digital channels.

At a time where the Lebanese Government is working to reform the country and manage a crisis on the economic, social, and health fronts, effective messages are important to communicate policies and gain stakeholder buy-in. This seminar will serve to:

- Provide an overview of strategy and essential tips for communicating strategically
- Develop practical skills in messaging development and delivery, with focus on integrating this into digital and crisis communication
- Provide an overview of good practices in regards to building strong relations with the media and practical skills to deploy more effective press conferences.
- Develop practical skills in building a strong presence online by leveraging the potential of social media platforms and other digital technologies to interact with citizens
- Discuss priorities and upcoming activities as part of the Citizens' Voice project

Seminars will include interactive exercises and will be accompanied by the use of practical toolkits.

## Agenda

24 March 2021 10.00-12.30 (Beirut time, 2h30 duration)

### Opening Remarks

15 mins

- OMSAR
- Michael Jelenic, Policy Analyst, OECD

Brief introduction of all participants

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### Session 1. Strategy, messaging and forward planning

- Carlotta Alfonsi, Policy Analyst, OECD

#### Module 1: Strategy basics

2 hours

**Objectives:** Understand the key elements needed to develop a communications strategy.

#### Module 2: Messaging

**Objectives:** Learn how to develop and deliver key messages for effective communications.

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[5 min break]

### Module 3: Forward planning

**Objectives:** Learn how to use a forward planning grid.

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#### Closing remarks

15 mins

- OECD
- OMSAR

The last 15 minutes of the capacity building will serve to summarize the discussion and any points for the second session.

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26 March 2021, 10.00-12.30 (Beirut time, 2h30 duration)

#### Opening Remarks

5 mins

- OMSAR
  - Michael Jelenic, Policy Analyst, OECD
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#### Session 2. Effective media relations

50 mins

- Carlotta Alfonsi, Policy Analyst, OECD

**Objectives:** Understand how journalists work, what makes news and why.

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5 mins

Break

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#### Session 3. Building a digital presence

1 hour 20 mins

- Carlotta Alfonsi, Policy Analyst, OECD

**Objectives:** Learn how to effectively build a digital presence for your organisation.

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#### Closing remarks

10 mins

- OECD
- OMSAR

The last 15 minutes will serve to summarize the discussion and discuss future activities in the framework of the citizens' voice project.

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## **The Citizens' Voice Project In Lebanon (2019 – 2020)**

With support from the Foreign Office of the Federal Republic of Germany, the project “Citizens' Voice: Enhancing open government through public communication and media ecosystems” seeks to strengthen the contribution of public communication and the media ecosystem towards an open government in Lebanon. The project analyzes the state of public communication in Lebanon, as well as the relationships between government, media and citizens towards promoting the principles of transparency, integrity, accountability and stakeholder participation. It also supports the consolidation of a network of public communicators and enable the capacity building of public officials and non-governmental stakeholders including youth through a series of conferences and workshops. This work is part of a broader regional project including Jordan, Morocco and Tunisia.

## **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 members 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.

## **The Organisation for Economic Co-Operation and Development**

The Organisation for Economic Co-operation and Development (OECD) is an international body that promotes policies to improve the economic and social well-being of people around the world. It is made up of 36 member countries, a secretariat in Paris, and committees, drawn from experts from government and other fields, for each work area covered by the organisation. The OECD provides a forum in which governments can work together to share experiences and seek solutions to common problems. It collaborates with governments to understand what drives economic, social and environmental change. The organisation also analyses and compares data to predict future trends.

## **The OECD Open Government Unit**

The OECD Open Government unit supports countries in their efforts to build more transparent, accountable and participatory governments that can restore citizens' trust and promote inclusive growth. Through data collection, capacity building and the promotion of regional peer dialogue, the OECD provides in-depth analyses of open government strategies and initiatives, coupled with policy advice and actionable

recommendations. The unit's work is based on the [OECD Recommendation of the Council on Open Government](#), the first international legal instrument on the topic, which defines the main tenets of the governance of open government strategies and initiatives and paving the way forward for this agenda across OECD members and partners.

# CONTACT

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