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Organisation de Coopération et de Développement Economiques  
Organisation for Economic Co-operation and Development

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**English - Or. English**

**COUNCIL  
COMMITTEE ON PUBLIC AFFAIRS AND COMMUNICATIONS**

**C/INF/M(2000)23  
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**SUMMARY RECORD OF THE 105th SESSION**

**held in Paris on 13th November 2000**

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**English - Or. English**

COMMITTEE ON PUBLIC AFFAIRS AND COMMUNICATIONS  
105th Session - 13<sup>th</sup> November 2000

**LIST OF PARTICIPANTS**

Chair: *His Excellency M. Alessandro VATTANI*  
*Ambassador*

Australia  
Austria  
Belgium  
Canada  
Denmark  
Finland  
France  
Germany  
Greece  
Hungary  
Ireland  
Italy  
Japan  
Korea  
Mexico  
Norway  
Poland  
Portugal  
Slovak Republic  
The Netherlands  
Sweden  
Switzerland  
Turkey  
United Kingdom

Mr Hinton  
Mr Pesendorfer  
Mrs Petit  
Ms Hurtubise / Ms Miller  
Mr Hedegaard  
Mr Tapio  
Mr Lopinot  
Mr Kreuzberger  
Mr Andreou  
Mrs Janszky  
Ms Manahan Leslie  
Mrs Accili-Sabbatini  
Mrs Shikata  
Mr Park  
Mr. Lozano / Mr Villarruel  
Mr Valdresbraaten  
Mr Wejtko  
Mr Nascimento  
Mr Bella  
Mr van Dedem  
Mr Lunderquist  
Mr Burgi  
Mr Köprülü  
Mr Cleary

Secretariat

PAC  
PAC  
PAC  
PAC  
PAC  
PAC  
PAC  
PAC  
PAC

Mr Brooks  
Mr West  
Mr Bray  
Mr Maubourguet  
Ms Habib  
Mr Green  
Mr Paradis  
Mrs Phillips  
Mrs Burghgraeve

**COMMITTEE FOR PUBLIC AFFAIRS AND COMMUNICATIONS**

**SUMMARY RECORD OF THE 105<sup>TH</sup> SESSION**

**held in Paris on 13<sup>th</sup> November 2000**

**1. Approval of the draft agenda [C/INF/A(2000)21]**

The draft agenda was approved.

**2. Approval of the Summary Record [C/INF/M(2000)20]**

The summary record of the 104th session was approved.

**3. Programme of Work and Budget 2001 [C/INF(2000)22]**

The Director of PAC presented the 2001 Programme of Work and Budget for the Directorate on the basis of the information note [C/INF(2000)22], which had been distributed to Delegations prior to the meeting and which had also formed the basis of his presentation to the Budget Committee.

Since the creation of PAC in 1996, the Directorate has undergone a period of reform in order to professionalise and streamline its resources. The 2001 Programme of Work and Budget aims to consolidate and build on the success of these reforms. With regard to the Media, increased professional and transparent relations with journalists should lead to better and more timely media coverage of the work of the Organisation. In Public Affairs, the aim is to assist the Organisation to open up to civil society in a pragmatic way, always respecting the necessity for confidential dialogue between governments. In the area of Publications, the main aim is to expand the audiences by adapting products to the exigencies of the online world. The presentation on SourceOECD under Agenda Point 4 will provide Delegations with information on the steps PAC has already undertaken to meet this goal.

In addition, provisions have been made for a modest re-allocation of resources within the Directorate in order to comply to the Secretary-General's request that clearer messages emerge from the increasing number of horizontal activities in the Organisation. A greater degree of coherence needs to be developed in their presentation to the outside world. A small Knowledge Management Unit has been set up to work in partnership with other Directorates.

The outsourcing of fulfilment activities (distribution, logistics, invoicing and reporting on publications) voted by Council in 1998 and 1999, has proven more difficult to manage than originally foreseen. Following a period beset by problems resulting in a shortfall of delivery efficiency and customer complaints, the new fulfilment system is now working at the same standard as the old in-house system. It is expected that by the end of the first semester of 2001, the improvements in efficiency and cost-reduction expected from the new, more professional system will be being felt. In the meantime, an information note on the current status and evolution of this project will be given to Delegations shortly.

In the context of the Prioritisation and Resource Allocation Exercise (PRAS), the Secretary General has retained only one of the possibilities put forward by the Directorate, which is to suppress the directly

financed part of the Third Language Programme (TLP), in order to enable resources to be re-allocated across the Organisation in accordance with the priorities established by Members. Undeniably, however, the TLP activity has great potential for improving the visibility of the Organisation in its various Member countries. The Director had consequently come up with a proposal for a continuation of this activity on a self-financing basis, which he had already presented to the Budget Committee. In summary, this reform would involve creating a rolling fund with which to finance third language publications out of the revenues achieved by the programme in the preceding year. The Director had proposed to the Budget Committee that this reform should be implemented in 2001 and reviewed after a period of twelve months.

Finally, the Director described the limitations imposed on the management of the Directorate by an annual programme of work and budget cycle, in particular with regard to reform initiatives. Several changes to be made in PAC involved planning and implementation over a period of several years. These include: improving the accessibility of OECD information; improving its delivery to governments, policy-makers and their social partners; improving the readability of OECD publications; reforming existing budgetary arrangements regarding publications; and improving the coverage in the media.

Before opening a general discussion on the Director's presentation, the Chairman asked the Ambassador of Canada, Chair of the Budget Committee, to comment on the proposal for a reform of the Third Language Programme. The Ambassador replied that this initiative had been welcomed with interest in the Budget Committee. It was a creative response to the proposed reductions under the PRAS and merited consideration. If the Members most concerned by this proposal could agree on the modalities of its implementation, she believed the Budget Committee would accept the proposal. She noted that the Budget Committee had approved the major part of PAC's Programme of Work and Budget.

The ensuing discussion concentrated on the Director's proposal for the Third Language Programme.

The Delegates of Mexico, Austria and Italy emphasised the importance of the Third Language Programme to their governments and their unwillingness to accept any cut in its financing. However, they appreciated the effort made by the Director to find a creative solution to the situation. The Italian Delegate stressed the need for transparent selection criteria in order to choose which publications should be included in the TLP under the new system. The Delegates of Mexico, Australia, Sweden, Poland and the Netherlands requested further information about specific aspects of the scope and financing of the proposed reform. In particular, the questions related to translation costs for publications concerning non-member countries as well as modalities foreseen for ensuring the initial financing of the programme in its first year. The Secretariat will make available supplementary information on certain financial and organisational aspects in a revised note for Delegations and the Budget Committee.

#### **4. Council Meeting at Ministerial Level / FORUM 2001**

The Head of the Public Affairs Division, provided the Committee with an update on preparations for OECD Forum 2001 which will take place from 14 to 16 May 2001 at the Cité des Sciences et de l'Industrie, Paris-la Villette. A skeletal programme of the Forum was distributed, which provides a menu of options for the Forum sessions under the broad theme of "Sustainable Development and the New Economy". Most Forum sessions will precede and provide input into the Ministerial Council Meeting, now scheduled for 16/17 May.

Forum 2001 is being developed by PAC in close co-operation with other OECD directorates, the Deputy Secretaries-General and a contact group comprising Denmark (the MCM chair) and France (chair of the EPOC Ministerial meeting). The Secretariat invited Member countries, in the same manner as for Forum 2000, to provide their suggestions and comments on the draft programme, and to assist the Secretariat in

promoting the Forum, notably for obtaining sponsors. The Secretariat will organise visits to the la Villette site for Member countries.

Denmark and France noted the effective co-operation with the Secretariat in the preparation of the Forum, which will include round-tables on sustainable development. Denmark, Australia and Japan raised questions on the co-ordination between the Forum and MCM programmes, and stressed the importance of having enough time for open discussion in the Forum sessions. Italy suggested that a number of the Forum sessions could have a sharper focus and definition. Ireland asked about plans for reporting on the outcome of the Forum discussions to the MCM. At this stage it is planned for there to be a formal report from the sustainable development round-tables to the Special Ministerial session on Sustainable Development. Korea suggested that we should avoid using large amphitheatres for smaller Forum sessions -- the Villette site in fact provides greater flexibility in modulating room sizes.

The Head of the Media Relations Division, informed the delegates that preparations for promoting the events of the week of 14 – 18 May 2001 had already begun. The juxtaposition of the Ministerial Meeting with other high-level meetings made it an excellent opportunity to showcase many different aspects of OECD work.

#### **5. SourceOECD – improving visibility and accessibility of online publications**

One of the major reforms carried out by the Directorate of Public Affairs and Communication since its creation has been to adapt the Organisation's publications to the exigencies of the online world and find creative ways of improving their accessibility and visibility on the Internet.

SourceOECD is the name of a new, innovative service developed by PAC, which delivers OECD publications and databases online. The service is currently being launched worldwide. Even before its launch, it has already been subscribed to by important names in the academic world such as Yale University (USA), the Bodleian Library (Oxford UK), the University of Tokyo (Japan) as well as by McKinsey (Germany) in the corporate world.

The Head of Marketing in the Directorate made a presentation for Delegations to inform them about the potential of this new service for reaching out to new audiences. In response to Delegations' interest, he informed the Committee that a series of information presentations are planned for Secretariat staff in the Cinema at headquarters and that he would notify Delegations of the dates. A detailed presentation of SourceOECD can be downloaded from the site ([www.sourceOECD.org](http://www.sourceOECD.org) – under information for librarians).

#### **6. Other Business**

The Delegate of Belgium requested that the question of the accessibility of the content of OECD publications be tabled on the agenda of the next meeting.