

Foreword

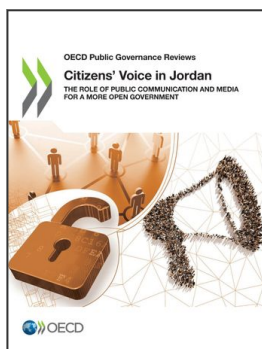
Public communication is an important tool of government policy and contributor to the open government principles of transparency, integrity, accountability and stakeholder participation. By developing the capacities, processes, and procedures for robust internal and external communication, governments can ensure that information flows both from and within entities in a transparent manner to inform other constituencies of key policy priorities. Likewise, a well-functioning media and information-enabling environment can ensure that information flows in an optimal manner, that major policy issues are publically debated, and that the implementation of government policies is properly monitored and evaluated.

Jordan has given a high priority to enhancing public communication efforts by government agencies. These aspirations have been translated to commitments aimed at opening a dialogue between the State and the public in a host of government plans, including the *Jordan 2025 Vision*, the *National Renaissance Plan* (2019-2020), the Indicative Executive Program (2021-2023) and the Government Economic Recovery Priorities Plan, among others. Led by the Ministry of State for Media Affairs (MoSMA), the central communications entity within the Prime Ministry, the Government is embarking on a restructuring of the public communications function by professionalising communication structures and processes. In so doing, Jordan is taking steps to establish a strategic approach to public communication, which will be crucial as the country faces economic and socio-political challenges.

As the Government of Jordan continues to restructure and strengthen its public communication capacities, it will need to consolidate the progress achieved to date by further institutionalising internal and external communication processes. Empowering public communicators with the right tools and skills will be critical for the successful implementation of Jordan's robust economic, decentralisation and open government reform agendas. At the same time, ensuring a well-functioning media and information-enabling environment will be all the more important to raise awareness and promote an open and constructive debate around key policy issues.

To support the government's efforts, this review was undertaken in the framework of the MENA-OECD Governance Programme and as part of a broader regional project, "Citizens' Voice: Enhancing Open Government through Public Communication and Media Ecosystems". The findings build on similar analyses of practices, challenges, and lessons learned in Lebanon, Morocco, and Tunisia, and reflect Jordan's many achievements as part of its four Open Government Partnership national action plans as well as its efforts to empower stakeholders at all levels of government.

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