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*“Communication lies at the heart of the OECD’s ability to achieve real-world impact. But this is not a one-way process. If the OECD is to speak effectively and be heard, we must first be able to listen and engage – often outside our comfort zones. We must take the pulse of societal concerns and tensions, so that we can ensure that the OECD voice is present where and when it should be.”*

## Public Affairs and Communications Directorate

The **Public Affairs and Communications Directorate (PAC)** enhances OECD dialogue and engagement with policy shapers, experts and the broader public. It orchestrates external communication and campaigns in line with the Secretary-General’s strategic priorities. It leads the OECD Forum and sets standards and provides communication guidance for the Organisation, working closely with the OECD Senior Communications Board.

In 2018, OECD communications confronted tensions around globalisation and growing pressures on the multilateral system, coupled with a saturated and fragmented media landscape, where data and experts were often viewed with scepticism. In this context, PAC centred the OECD narrative around three priority campaign themes: international co-operation, digitalisation and inclusive growth, as highlighted at the 2018 OECD Forum: “What Brings Us Together”.

We continued to expand engagement with key stakeholders through: the OECD Global Parliamentary Network (21% rise in attendance), the OECD Better Life Index (15 500 visitors, up 17%), and our social media presence (increased reach across all platforms, 140% rise on Instagram). We also drove engagement through: media channels (over 300 000 mentions in online media and a 16% increase of front-page articles), the OECD Data Portal (over 6 million users), OECD.org and iLibrary (nearly 8 million downloads in 2018). We engaged audiences using simple language, visual and easily shareable content. We reached out globally through OECD regional Centres in Washington, DC, Berlin, Tokyo and Mexico City.

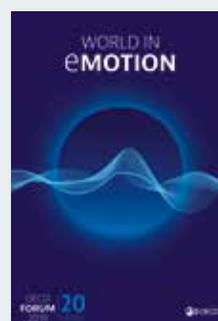
In 2019, our communication strategy will build on this positive engagement, focusing on achieving real-world impact on people’s lives, placing a greater emphasis on listening and grounding our communication in evidence and data. We will expand OECD’s engagement with civil society organisations. These elements will underpin our key corporate communication campaign, “I Am the Future of Work”. ■

## ■ KEY EVENTS

- OECD Forum 2018: What Brings Us Together, 29-30 May 2018
- *Journées européennes du patrimoine*, 15-16 September 2018
- OECD Parliamentary Days, 7-9 February 2018; 13-15 February 2019
- OECD Forum 2019: World in EMotion, 20-21 May 2019

## ■ KEY CHANNELS AND PRODUCTS

- Better Life Index, [www.oecdbetterlifeindex.org](http://www.oecdbetterlifeindex.org)
- Civil society, [www.oecd.org/civilsociety](http://www.oecd.org/civilsociety)
- Compare your country, <https://www1.compareyourcountry.org/en>
- Images and videos, [www.flickr.com/OECD](http://www.flickr.com/OECD); [www.youtube.com/OECD](http://www.youtube.com/OECD)
- Newsroom, [www.oecd.org/newsroom](http://www.oecd.org/newsroom)
- OECD Centres abroad, [www.oecd.org/centres](http://www.oecd.org/centres)
- OECD Data portal, <http://data.oecd.org>
- OECD Forum, [www.oecd.org/forum](http://www.oecd.org/forum)
- OECD Global Parliamentary Network, [www.oecd.org/parliamentarians](http://www.oecd.org/parliamentarians)
- OECD iLibrary, [www.oecd-ilibrary.org](http://www.oecd-ilibrary.org)
- OECD Insights series, [www.oecd.org/insights/](http://www.oecd.org/insights/)
- OECD Insights blog, <http://oecdinsights.org>
- OECD Observer (quarterly in print), <http://oecdobserver.org/>
- Social media: [www.facebook.com/TheOECD](http://www.facebook.com/TheOECD); [www.twitter.com/OECD](http://www.twitter.com/OECD); [www.instagram.com/the\\_oecd](http://www.instagram.com/the_oecd)
- The Forum Network, [www.oecd-forum.org](http://www.oecd-forum.org)





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