

IMPROVING ECONOMIC POLICY THROUGH BETTER COMMUNICATION


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Main goal



Effective management of economic expectations through:

- *increasing credibility and predictability of the economic policy;*
 - *increasing transparency of government organizations;*
 - *education of people about economic policy.*
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Output and outcome

Output:

- Recommendations about improvement of communication in economy related government organisations.

Outcomes:

- Better public understanding of the economic policy;
- High reputation of regulators of the economy;
- Adequate reaction of economic agents to messages from government.

Methodology:

- Finding shortcomings in communication by regulators of Azerbaijan economy taking into account leading UK experience;
 - *analysing of active instruments and practices of communication;*
 - *analysing methodological and normative-legislative base of communication .*

Participants

- **Who will implement**

- *Economy related government organizations in Azerbaijan;*

- **Who will benefit**

- *Government and society, economy;*

- **Who helped**

- *Leading experience of Bank of England, HM Treasury, Department for Business, innovation and skills , Ministry of Justice, The Office of Public Management*

Target groups

COMMUNICATION

Communication with economically active groups:

- *Business sector;*
- *Mass media;*
- *Other government organizations;*
- *International community.*

Communication with economically non-active groups:

- *Work with schools;*
- *Work with Universities.*

Internal communication:

- *Setting the direction of key priorities and corporate messages;*
- *Building and protection the reputation of organization with internal audiences.*

Main communication instruments

- *Website of government organization;*
- *Publications (reports, researches, statistical bulletins);*
- *Speeches (speeches by top-management and press-secretariat);*
- *Consultations.*

“Each year, the governing body should publish the organization's purpose, strategy, plans and financial statements, as well as information about the organization's outcomes, achievements and the satisfaction of services users in the previous period”

The Good Governance Standard for Public Services

What I will do after returning to my country?

- Summarize UK experience on good governance and role of communication;
- Share my new knowledge with my colleagues in the Central Bank and other economy related organizations;
- Initiate preparation of new communication strategy by CBA which will cover broader target groups;
- Initiate improvement of communication instruments:
 - *Website;*
 - *New publications;*
 - *Consultation with business sector.*
- *Monitor the development of situation and implementation of new ideas.*



Thank you for attention