



PUBLIC COMMUNICATIONS POLICY REVIEW 2010

What is the Public Communications Policy?

As a public institution, the Asian Development Bank (ADB) values transparency and aims to be publicly accountable. ADB believes that greater awareness and understanding of its objectives and activities through public outreach and increased information disclosure will help generate public trust and improve development effectiveness. In April 2005, ADB approved the Public Communications Policy (PCP), replacing two policies adopted in 1994: (i) Information Policy and Strategy and (ii) Policy on Confidentiality and Disclosure of Information. The PCP provides a framework to enable ADB to communicate more effectively. It is the combination of an external relations strategy and a disclosure policy.

- The primary focus of external relations is to build strong external relationships by making ADB widely known and understood by its key constituents.
- The PCP supports the right of people to seek and receive information about ADB operations. It proactively makes information publicly available by posting it on the internet, and not only in response to a request. In particular, the PCP provides greater access to information about projects, enabling the public to track project through the course of the project cycle.
- It also supports knowledge sharing and lessons learned, both positive and negative.
- The PCP enables participatory development or two-way communications with affected people.
- It is based on a presumption in favor of disclosure, unless there is a compelling reason for non-disclosure.
- It commits ADB to post on its website a wide-range of institutional, financial, and project-related information, following strict time limits.

Box 1: Timeline of PCP Review and Consultations

I. Public invited to comment on current PCP (web-based): 15 February–15 April 2010

ADB invited interested stakeholders to comment on its current PCP. The two-month period for accepting public comments ended on 15 April 2010, during which inputs from within and outside ADB were solicited to prepare a first consultation draft of the PCP. The consultation draft was posted on the ADB website on 2 June 2010.

II. Public comments invited on the first consultation draft of the PCP (web-based and in-country consultations): 2 June–2 August 2010

ADB will hold in-country consultation meetings in 12 member countries to discuss the consultation draft of the PCP with interested stakeholders (see Box 2 on locations and dates of the consultations). A wide range of stakeholders, including government officials, civil society, and the private sector are invited to participate in these meetings.

III. Public comments invited on the second consultation draft of the PCP (web-based): October 2010

Feedback collected during the second consultation phase will be considered in preparing the second PCP consultation draft, to be posted on the ADB website for a 30-day comment period in October 2010.

Key comments will be posted on the ADB website with ADB responses. A working paper will be considered by ADB's Board of Directors in December 2010, followed by a final paper (R Paper) to be considered by the Board in February 2011.

- The PCP provides a good response-handling mechanism as well as a complaints mechanism.
- It requires ADB to monitor its implementation annually.

PCP Review Objectives

ADB is conducting a comprehensive review of its PCP. Reviewing the policy every five years is a mandatory requirement. The review will assess how the overall objectives stated in the PCP are being achieved and recommend changes to the current policy to make it more effective. The review process will also ensure that the PCP reflects lessons learned.

Consultation Process

The review will be conducted in a participatory manner. The consultations with external stakeholders will seek to reach a wide range of people in ADB member countries who have an interest in ADB-assisted development activities, and seek their views on PCP implementation and the consultation draft of the PCP.

To Find Out More

A PCP review dedicated webpage is available at <http://www.adb.org/PCP-Review/default.asp>
Translated versions of the PCP are also available.

You may also contact the InfoUnit at disclosure@adb.org or contact ADB's office in your country. Visit www.adb.org/about/field.asp

Your views are important to us.

To submit your comments on the consultation draft of the PCP,
Please e-mail pcpreview@adb.org

Box 2: Locations and Dates of the PCP Review Consultations 2010

Locations	Dates
Canada	15 June
United States	17–18 June
Germany (regional)	21 June
Australia	1 July
People's Republic of China	6 July
Cambodia	5–6 July
Japan	8 July
Bangladesh	13–14 July
India	16 July
Tajikistan	20–21 July
Indonesia	27–28 July
Philippines	2 August