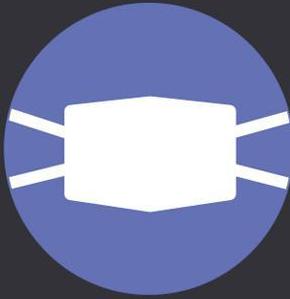


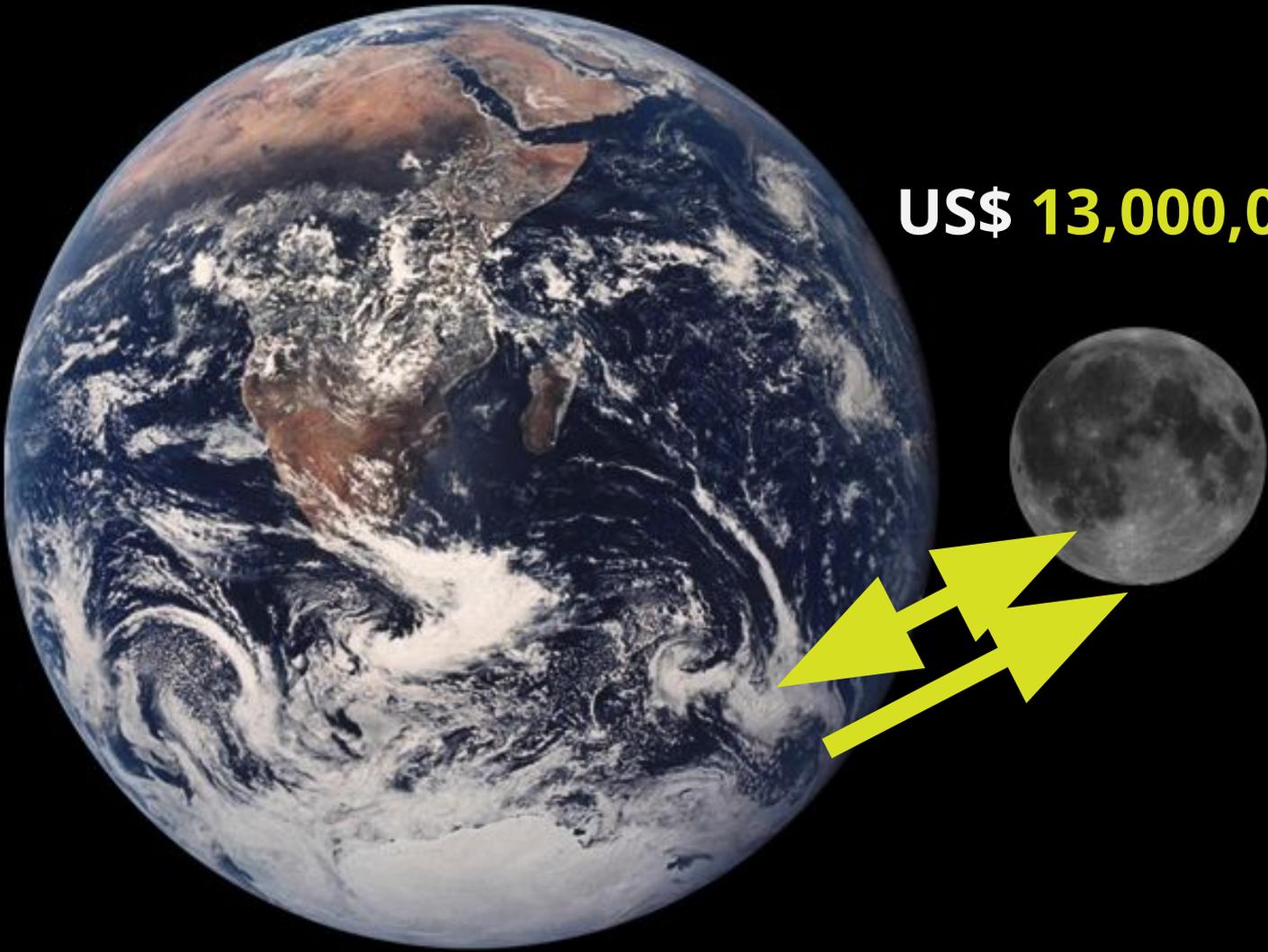
WHY OPEN CONTRACTING MATTERS

STRATEGIC COMMUNICATIONS AT THE OPEN CONTRACTING PARTNERSHIP



OPEN CONTRACTING PARTNERSHIP

US\$ 13,000,000,000,000



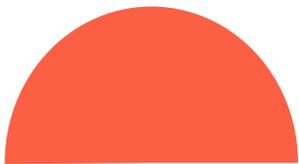


Public procurement in the spotlight

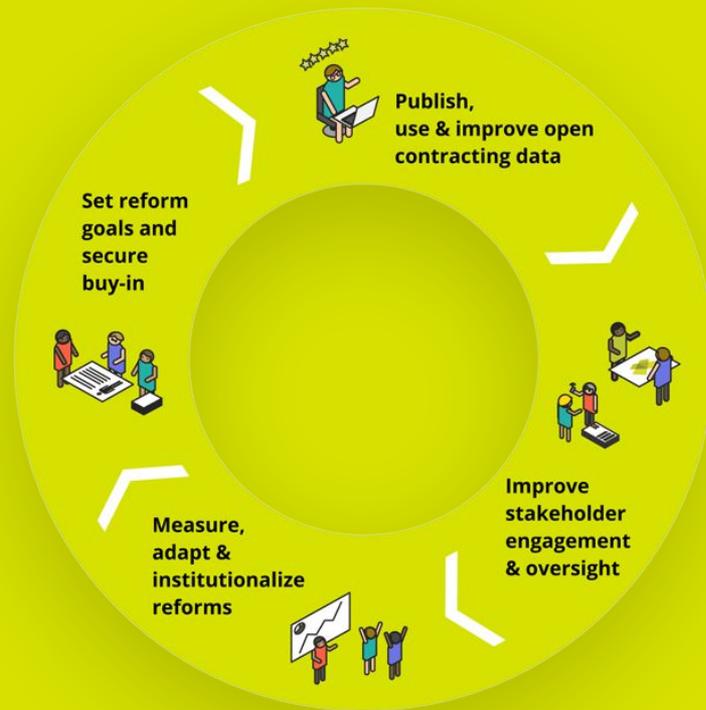
Public contracts matter. COVID-19 has put procurement to the test with governments around the world struggling with outdated, paper-based processes. Emergency procedures have been abused to abet corruption and cronyism. This has hurt women, communities of color, and poor neighborhoods and regions the most.

Yet, we have also seen what works. Procurement reformers who invested in open data, clear policies and coordination, were more agile to respond. Those more open to collaboration and CSO monitoring achieved stronger results and more resilient supply chains.

It turns out that you can buy fast and buy openly - with open contracting.



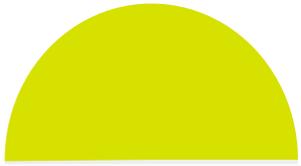
We help partners **think different** about procurement using an **open government & an open data** approach to drive **inclusive, impactful, and sustainable reforms.**





Soon, there will be 2 kinds of governments. Those who use outdated, paper-based, and slow procurement processes... And those who use open contracting.

Our mission



Defining our voice.

Procurement is boring.
Can we make it fun?

Our identity

Finding a voice that works for OCP as an organization and that is aligned to our values.

1
Bold

2
Open & engaging

3
**Curious &
inclusive**

4
Fun

*Technical without
sounding technical.*

VEHICLE

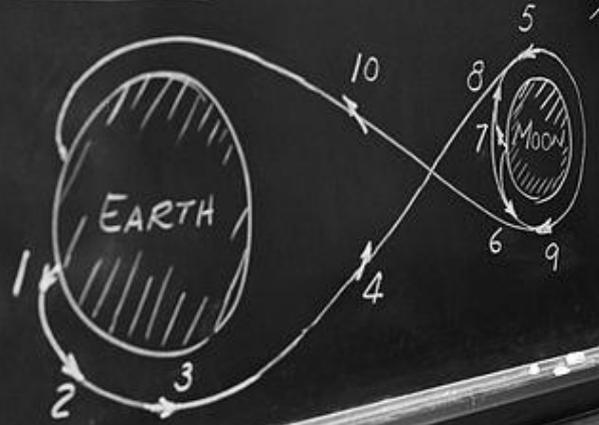


C.M. S.M. L.E.V.

ESCAPE WEIGHTS
L.O.R.



MISSION

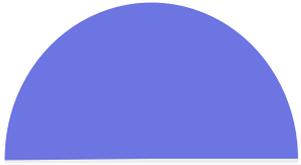


THE
IDIOT'S GUIDE
TO

LOOTING PUBLIC PROCUREMENT



*One of our most
downloaded
publications.*



**Communications is a
core part of our strategy.**

Strategy Cornerstones

Communication is baked into our strategy and supports all of our programming and advocacy to make open contracting a global norm. OCP's communications strategy is guided by a four-point framework to show why public contracts matter and generate buy-in, telling the [stories](#) that show how open contracting creates change and provide social proof, [supporting, building and engaging a growing community](#), all driven by the bold proposal of an independent expert organization supporting systemic reforms and reformers.

1
Generate buy-in for transformational reforms

2
Show positive impact of open contracting on people's lives

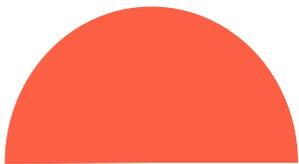
3
Provide access to resources & guidance for the community

4
A credible, bold organization leading the change



**Power &
empower**





Tactic highlights.

>

Microtargeting of content

Meeting our audience where they are.

>>

Community is king

Engage and be responsive. Support and celebrate. Add value.

>>>

Data-driven storytelling

Show and Tell. Sculpting impact.

1 Microtargeting

**OCP priorities
and topics**

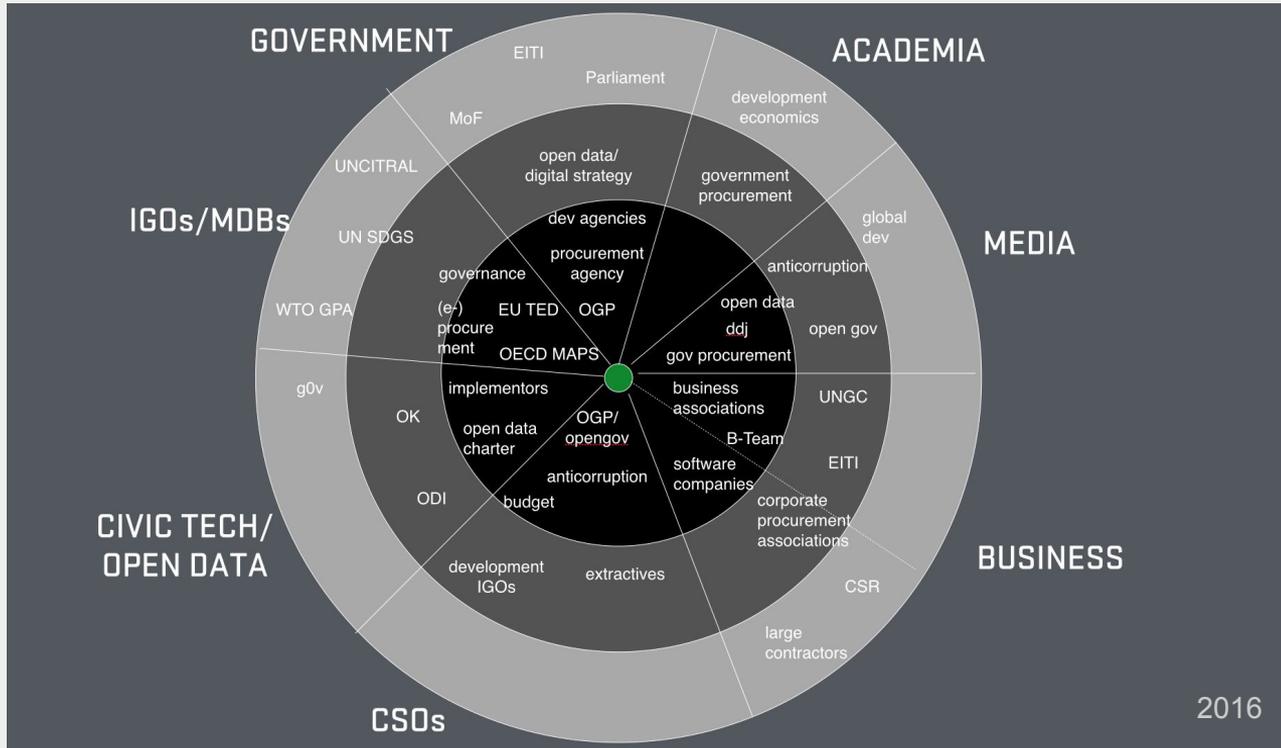
"Industry"-events

*Content placement &
harvesting*

*Direct messaging via
key influencers*

**Audience &
partner
priorities
and topics**

Our conversations: The circle of engagement



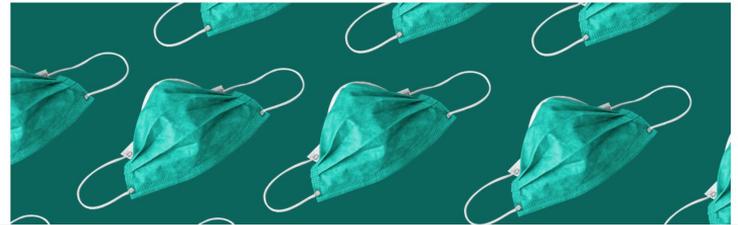
2 Building on an empowered community: COVID-19 response

- > Anchor “opinion” piece & web page
- > Anchor “strategy” piece building on community input
- > Perfect is the enemy of the good.
- > Improving guidance over time: newsletter, webinars, data guidance, country experiences, research

Our most visited article & web page in 2020.

5 procurement strategies for navigating the COVID-19 crisis from around the world

 **BLOG** BY KATHRIN FRAUSCHER, HERA HUSSAIN AND SOPHIE BROWN / 8 APR 2020



THE POWER OF OPEN CONTRACTING IN A CRISIS

“ *When you don't know what to do, you must do the right thing. What was good for the country was that there had to be open data.* ”

- **Silvana Vallejo**
Director of SERCOP, Ecuador



3 Impact stories



3 Impact stories: School meals in Bogotá

> Anchor piece:
1 long-form storytelling article summarizing data, lots of interviews, and pictures to illustrate the reform efforts.

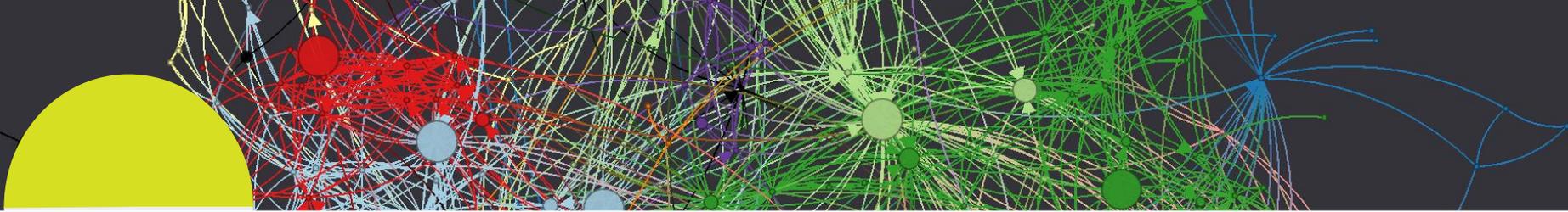
“ Don't tell me your product is on sale, tell me why it was made. Don't tell me it will fix my problems, but show me the person whose problems it fixed.

> Media:
International opinion piece Guardian Leaders Network

> Keynote “TED-talk” at Open Contracting Global 2017

> Repurposing of content throughout social media, presentations, short articles and infographics.





Measuring success

>

Traditional

Website and social media analytics.
Media monitoring.

>>

Share of Voice.

Tracking key mentions – and lack of mentions – across the media, blogs, and on social media.

How many articles about our issue (starting narrowly and growing wider) mention OCP?

>>

Define what success looks like - realistically

Will the NYTimes, Financial Times and the Guardian write about our work every day?



Some lessons and insights

>

**Prioritize.
Prioritize.
Prioritize.**

Much easier said than done. It's an ongoing struggle.

>>

The moment is not always right.

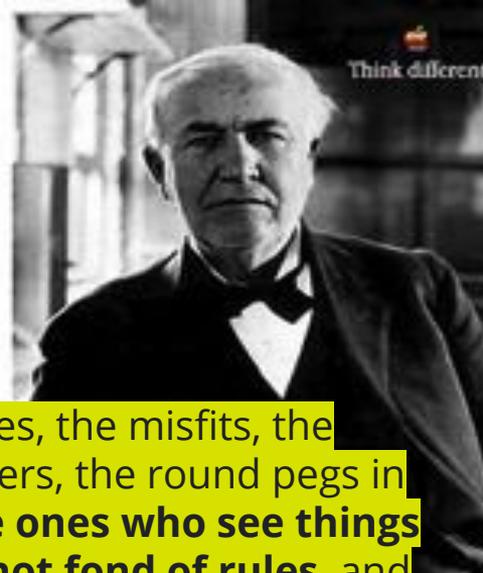
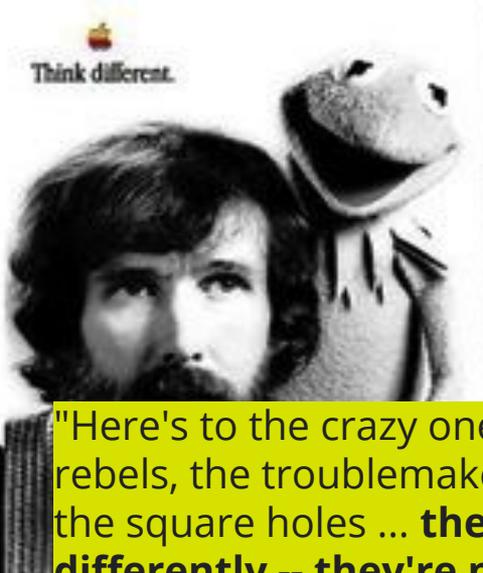
In May, ahead of the UNGASS on Corruption and G7 meetings, emergency contracts & vaccine procurement were overshadowed by vaccine equality (rightly so) and a global tax proposal. While theoretically there is a link, in practice, we didn't get any traction.

>>>

Hold your impact data to high standards.

>>>

Bridging the gap from early adopters to an early majority.



"Here's to the crazy ones, the misfits, the rebels, the troublemakers, the round pegs in the square holes ... **the ones who see things differently -- they're not fond of rules, and they have no respect for the status quo.**"

