COMMUNICATING PUBLIC SERVICE

ETHICAL VALUES AND STANDARDS:

Good and Promising Practices

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Public Service Values

- What are they?
- Why are they important?
- How are they communicated?
- To whom are they communicated?
Ethical Standards

- What are they?
- How are they different from values?
- Why are they important?
- Who should enforce them?
Success Indicators

- communication exercises
- enforcement activities
- more ethical public servants
- public perception of more ethical public servants (e.g. TI CPI)
2002 TI CPI: Crude Indicator

- Ranks perceptions for 102 countries
- (more corrupt) 1 – 10 (more clean)
- Brazil: 45th ranking
- In 2000, Brazil:
  - 170 million people
  - $3,570 GNI/cap ppp
## 2002 TI CPI: Top 5

<table>
<thead>
<tr>
<th>2000</th>
<th>Population</th>
<th>GNI per capita</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finland:</td>
<td>5 million,</td>
<td>$24,900</td>
</tr>
<tr>
<td>Denmark:</td>
<td>5 million,</td>
<td>$32,020</td>
</tr>
<tr>
<td>New Zealand:</td>
<td>4 million,</td>
<td>$13,080</td>
</tr>
<tr>
<td>Iceland:</td>
<td>?</td>
<td>?</td>
</tr>
<tr>
<td>Singapore:</td>
<td>4 million,</td>
<td>$24,740</td>
</tr>
</tbody>
</table>

## 2002 TI CPI: Bottom 5

<table>
<thead>
<tr>
<th>Population</th>
<th>GNI per capita</th>
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</thead>
<tbody>
<tr>
<td>Bangladesh:</td>
<td>$380</td>
</tr>
<tr>
<td>Nigeria:</td>
<td>$260</td>
</tr>
<tr>
<td>Paraguay:</td>
<td>$1,450</td>
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<tr>
<td>Madagascar:</td>
<td>$260</td>
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<tr>
<td>Angola:</td>
<td>$240</td>
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Lessons to Learn

- **context, resources, history, and administrative culture** make a difference
- **good practices judged by results and level of challenge**
Illustration: Denmark

“... Denmark has very little formal regulation of the behaviour of civil servants, and detailed codes are practically non-existent. On the surface this could seem like a paradox, but the explanation lies in the tradition and culture of the civil service in Denmark.”

(Source: Trust in Government, OECD 2000)
Tradition and Culture

How to get there?

- Can countries “leapfrog” over stages of ethical development?
- What are the right institutions?
- How do you create the right environment?
- How do you get the right people?
Good Practices

- state and re-state public service values
- continuously communicate them within government
- demonstrate them by leadership
- ENFORCE STANDARDS
Promising Practices

- involve the public in defining values
- continuously communicate them outside the government
- involve the public in enforcing standards
- MAINSTREAM A CULTURE OF INTEGRITY
Challenges

- instability or in-transition
- insufficient resources
- lack of technical expertise
- disinterested leadership
- uninformed public
Ethics and Good Governance

- honesty is a foundation for performance in the public sector
- public servants are guardians of public trust
- credibility attracts private investment, trade and growth