

## Open Space Report on

*Making Communications a crucial component of BER*

## 2) Person suggesting Topic & Group Participants

Tapera J. Muzira, 5 participants

## 3) Summary of Discussion

Every BER must have a component on communications in order to be successful. There are a number of goals or objectives for Communications including;

1. Establishing BER Accountability, Transparency and Monitoring Frameworks such as Complaints Bureau
2. Developing strategic communications targeting the regulator and regulated. This includes information dissemination and access to services for BER. What is the law and how do you comply? What are my rights and benefits?
3. Strengthening Feedback Mechanisms including facilitating public private and civil society dialogue platforms at national and sub-national levels; facilitating an environment for plural media (from electronic, print to other media i.e. drama, music ) for BER viewpoints, FAQs and Surveys/Analysis.
4. Facilitating lobbying and advocacy services to unearth BER issues
5. Promoting mobilization for collective action for better BER.

## 4) Conclusions

1. Communications planning and execution is an integral and explicit component of every successful BER.
2. A BER communications strategy involves a number of objectives and tactics including those mentioned above (1 - 5), which can be employed or applied in different situations involving the Actors (The Regulator and Regulated) and different Mechanisms or Communication Mix (Official and Non - Official) to reach them.

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