The need for stability and effective communications

October begins with uncertainty as the number of Covid-19 infections continues to rise globally. Will governments decide a second generalized set of lockdowns, or will they adopt balanced measures that will help keep both our populations healthy and our economies open? Business needs stability and policy coherence. Last month, our calls with leadership from our national member and observer organizations echoed the importance of minimizing disruptions and maximizing international dialogue as we navigate through these challenging times.

Feedback from our members also points to the need for effective communications. This is why, together with our Irish member Ibec, we are hosting later this month a virtual roundtable for spokespeople from our global network to exchange on best practices and ways to leverage facts and figures from the OECD to design evidence-based recommendations. Read more about our recent and upcoming projects in our Update.

Hanni Rosenbaum, Acting Secretary General

Ali Karami Ruiz, Senior Director, Strategic Engagement and Communications
Calling our spokespeople: how to communicate in times of Covid-19?

Together with our Irish member Ibec, we are hosting a virtual roundtable for Directors of Communications and Spokespeople of our national business organizations and associate experts. The 1-hour meeting will take place on 21 October at 3 pm Paris time via Zoom.

Participants will be able to exchange on communications campaigns, best practices, and how business is communicating on Covid-19. Spokespeople will also identify challenges the communications function faces in policy settings related to the announcement and implementation of Covid-19 measures.

Fellow communicators from our global network are strongly encouraged to participate in the roundtable, and should contact Ali Karami Ruiz for more information. You can find the invitation here.

CONTACT – Ali Karami Ruiz
Yesterday, we jointly held a virtual meeting with our Japanese member Keidanren (Japan Business Federation) on climate change.

Gathering BIAC Japan members as well as experts on environment and climate change from other Japanese companies, this event reviewed recent work from OECD and Business at OECD.

Our Executive Board Vice Chair Mr. Seiji Inagaki opened the meeting. Mr. Hans-Jörn Weddige, our Environment and Energy Committee Chair, addressed participants exchanging views on climate change and COVID-19, and key takeaways from the recent OECD Ministerial Council Roundtable on the environment.

Also featured in the event was Keidanren’s initiative “Challenge Zero”, which calls on business to foster innovation for realizing a decarbonized society in partnership with the Japanese government.

CONTACT – Hideaki Ozu
Leveraging Investment in Health

The COVID-19 pandemic has exposed critical vulnerabilities in our health care systems. At the same time, populations are growing older, chronic and non-communicable diseases are becoming more prevalent and technologies are evolving faster.

This week, we released our ‘Leveraging investment for more resilient health care systems’ paper, where we call on governments to consider the opportunities of involving the private sector in health care provision, be it through public-private partnerships or through (foreign) direct investment.

We submitted this paper in preparation for this year’s Roundtable on Investment and Sustainable Development, which explored the investment and health nexus and interlinkages between investment and development.

CONTACT – Hanni Rosenbaum & Ina Sandler
How can the OECD tackle the evolving threats of illicit trade in high-risk sectors?

At a joint webinar with the OECD last week, industry experts from our Anti-Illlicit Trade Expert Group discussed with enforcement experts and customs administrations how to tackle the rapidly evolving threats of illicit trade in high-risk sectors in light of the Covid-19 pandemic. We also discussed tangible ways where the OECD and instruments of international cooperation can help.

In his opening remarks, our Expert Group Chair, David Luna, highlighted that “through strong public-private partnerships, we can mobilize greater energies to decisively counter illicit trade and disrupt illicit markets and protect the health and safety across communities”.

CONTACT – Frederik Lange & Hiroki Tamura
Business to showcase initiatives that work in reducing harmful alcohol use

On 15 October, in collaboration with the OECD, we are organizing a virtual seminar that aims to improve the evidence base to explore policy options to address harmful alcohol use.

The seminar will discuss industry, government, and relevant stakeholder experiences pointing to the role of educational initiatives and their effectiveness at addressing harmful alcohol use, and also assess the impact of previous regulatory interventions. This seminar provides input to the ongoing work of the OECD on public health.

CONTACT – Ali Karami Ruiz
Business emphasizes value of tax treaties for investment

In our September 2020 comments to the Platform for Collaboration on Tax on its draft Toolkit on Tax Treaty Negotiations, we stressed the need for effective dispute resolution mechanisms and the positive value of tax treaties for investment. The latter include related OECD instruments such as the Multilateral Convention to Implement Tax Treaty Related Measures to Prevent Base Erosion and Profit Shifting. The Platform is a joint effort of the IMF, OECD, United Nations and World Bank.

Our submission can be found here.

CONTACT – Nicole Primmer
What drives Anti-Corruption Compliance?

Last week, our Anti-Corruption Committee Chair Corinne Lagache spoke on a panel discussing the factors motivating anti-corruption compliance. The conversation also addressed issues and challenges in the implementation of anti-corruption compliance programs and business recommendations on how to shape a conducive policy environment in the field.

The webinar, gathering over 1600 participants, also marked the launch of a new OECD Study on "Corporate Anti-Corruption Compliance Drivers, Mechanisms, and Ideas for Change". Our members actively contributed to the survey laying the basis for the study.

Watch it again [here](#).

CONTACT – [Hanni Rosenbaum](#) and [Ina Sandler](#)
OECD launches 2020 Business and Finance Outlook 2020

Earlier this week, the OECD published the sixth edition of the OECD Business and Finance Outlook. Taking the Covid-19 pandemic as a wake-up call to consider resilience in both the financial system and in the role investors play, this year’s edition focuses on the environmental, social, and governance factors that draw stakeholders’ attention. The publication evaluates current practices, and identifies priorities and actions to better align investments with long-term, societal value.

CONTACT – Hideaki Ozu
Business to address data localization and government access to personal data in upcoming OECD Roundtable

Next week on 5-6 October, a business delegation will participate in an OECD Roundtable to bring insights on emerging barriers to data flows and data privacy protection.

Our business statement identifies how unlimited government access to personal data held by private companies can negatively impact trust in the digital economy, create uncertainty and adverse market effects. We underscore the need for clear parameters and rules around government access to personal data, which should be narrowly tailored and subject to robust oversight mechanisms and bodies. Through our participation, we confirm the OECD has a key role to support the creation of standards to address challenges in this field, including the implementation of the OECD Privacy Guidelines, which have served as the global standard for privacy frameworks since 1980.

CONTACT – Nicole Primmer
NEWS FROM OUR MEMBERS

Innovative public-private partnerships key to bolstering recovery
Promoting Constructive Dialogue between Companies and Investors

What COVID-19 Has Taught Us About Digital Transformation of the Economy
Results published from major new financial services survey
ANDI and the Ministry of Labor present results of the Survey on Reconciliation of Work and Personal Life

Tourism dollars to boost South Australia

OECD LATEST PUBLICATIONS

Latin American Economic Outlook 2020
Digital Transformation for Building Back Better

Sustainable and Resilient Finance
OECD Business and Finance Outlook 2020
## UPCOMING EVENTS

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