

VCPE Strategy Vignettes: 2012

Identity

Founded in September 1961

34 member countries

"...help governments foster prosperity and fight poverty through economic growth and financial stability."

"We are committed to becoming a more plural and open organisation, one that is open to different approaches and development models"

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Strengths & Weaknesses

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Strengths:

- Global Crisis
- Building Out

Weaknesses:

- ...

Targets

Target Audiences

- General Public
- Non-Member states & Non-Governmental Organizations

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Write, not impose
Surveys, polls and lectures

Logically adopt media
More Partnerships, more visibility

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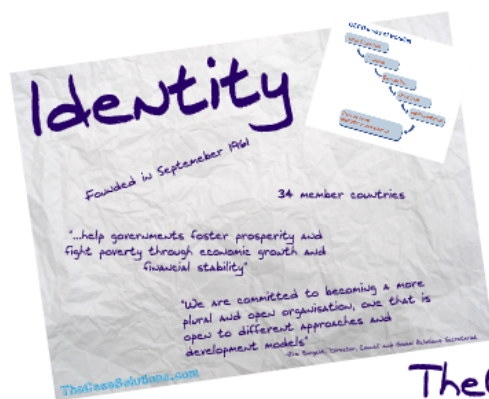
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"What We Do and How." OECD: Better Policies for Better Lives. Vignette, 2012. Web. 21 Apr 2012. <http://www.oecd.org/pages/0,3417,en_36734052_36761681_1_1_1_1_00.html>.

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Strengths & Weaknesses



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'Global Relations.' OECD: Better Policies for Better Lives. Vignette, 2012. Web. 21 Apr 2012. <http://www.oecd.org/pages/0,347,en_36335986_36336523_1_1_1_1_00.html>.

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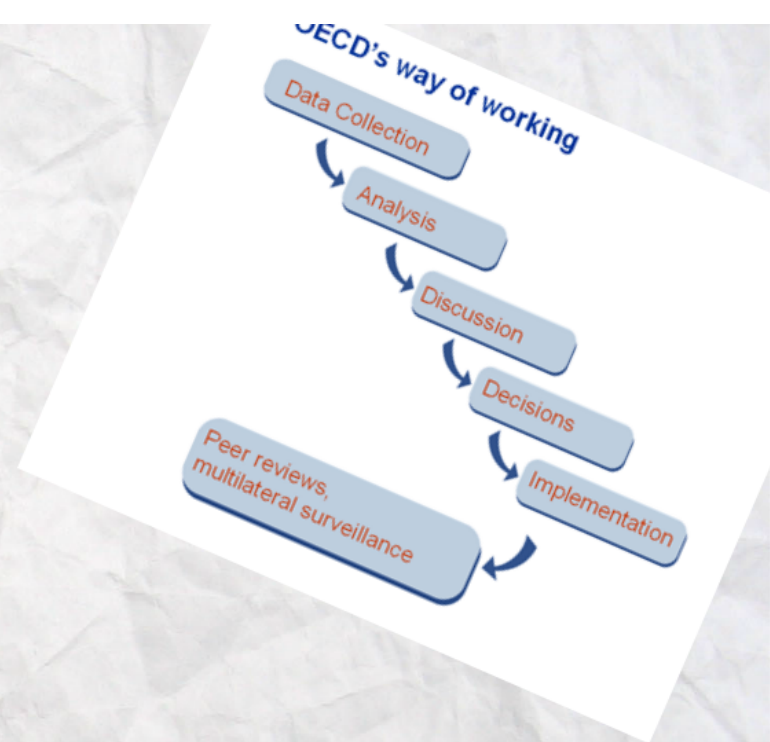
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-Eric Burgeat, Director, Council and Global Relations Secretariat



Strengths & Weaknesses

Context:
Economic Crises
Relevant topic today
Negative Perceptions
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Strengths:
Branching Out
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Partnerships with non-member
states and ISOs
New focus beyond economics

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Weaknesses:
Audience base seems to be limited to elite
Diffusion of information is limited and specialized
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Targets

Target Audiences

General Public

Non-Member states & Non-Governmental Organizations

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Invite not impose
Surveys, polls and leaflets

Linguistically adapt media
More Partnerships, more visibility

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Target Audiences

General Public

Non-Member states & Non-Governmental Organizations

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