

**TACKLING CORONAVIRUS (COVID-19)**  
CONTRIBUTING TO A GLOBAL EFFORT

# TACKLING CORONAVIRUS WITH NEW COMMUNICATION PRODUCTS

Virtual meeting on COVID-19 Response in the area of Communication and  
Human Resources Management and Training

Terri Mitton, OECD  
7th September 2020



# Background and Context

Tackling the coronavirus (COVID-19): Contributing to a global effort

## Better policies for better lives

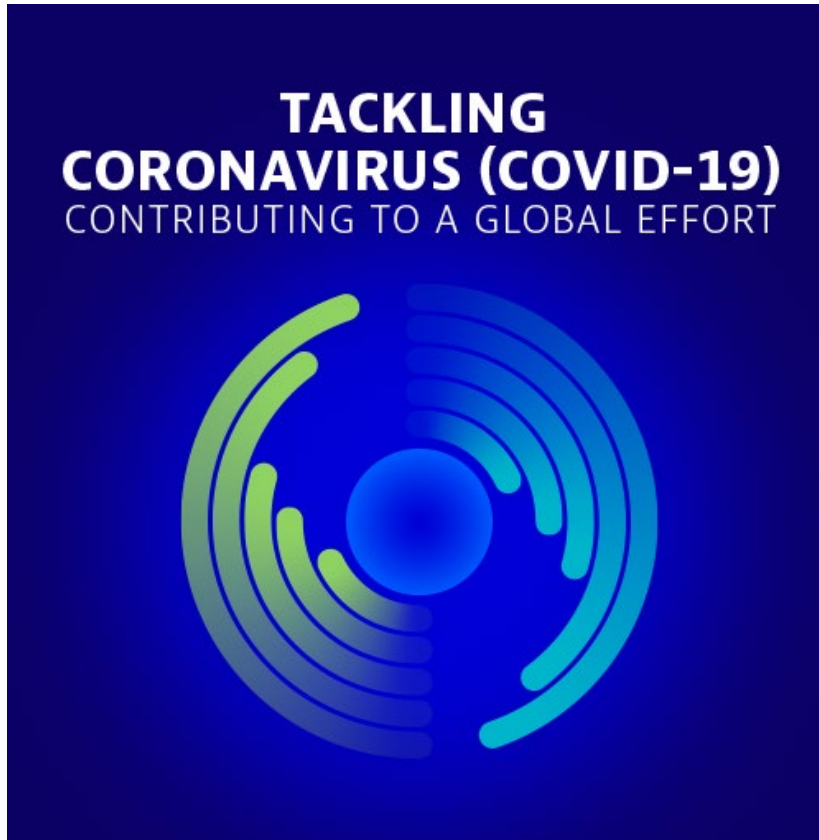
With COVID-19 crisis, countries must **address the most pressing policy challenges of our time** across many societal and economic areas.

**Online and social media** overtake TV as the main news source for our audiences in almost all major OECD media markets.



# OECD developed a communications strategy and campaign to respond to COVID-19 crisis

## Objectives



1. To demonstrate the OECD's unique expertise, value and impact in the midst of a health, economic, financial, social and societal crisis
2. To stress the need for genuine international co-operation and co-ordinated action
3. To be seen as the go-to organisation for the design and implementation of future- and risk-proof policies

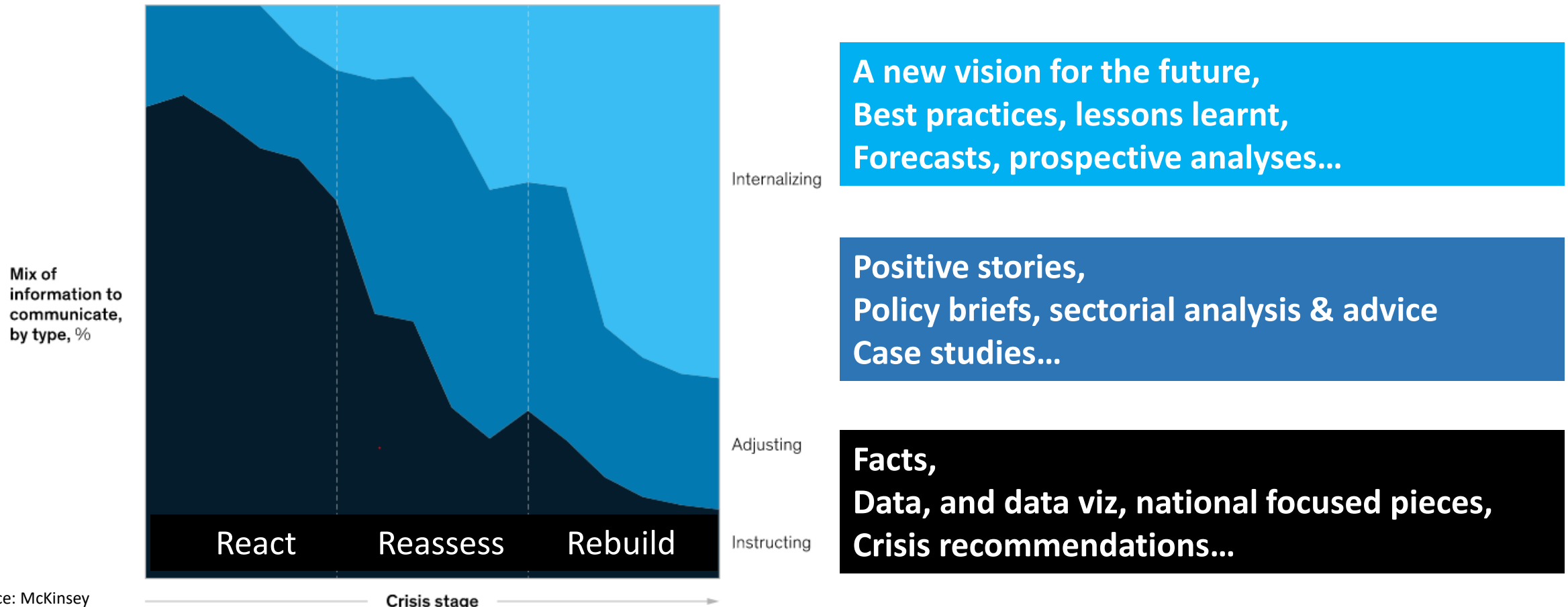
# The target audiences and their evolving needs

**Policy makers** : critical data, guidance, policy support to act now and in future

**Policy shapers** : guidance to understand the crisis and empower

**Citizens** : evidence to establish the truth and reassure

Crisis communication stages



# OECD's COVID-19 Hub

<http://www.oecd.org/coronavirus>

## Tackling coronavirus (COVID-19)

### Contributing to a global effort

What are the impacts and consequences of the coronavirus pandemic on our lives and our societies – and what are some of the solutions we can find to boost our healthcare systems, secure our businesses, maintain our jobs and education, and stabilise financial markets and economies?

KEY IMPACTS CALL FOR ACTION COUNTRY PROFILES DATA VIDEOS POLICY RESPONSES

## — New OECD outlook on the global economy

*Efforts to contain virus and save lives should be intensified, and governments should plan stronger, more co-ordinated measures to absorb growing economic blow*

1 OECD SG'S STATEMENT AT G20 SUMMIT  
2 INITIAL IMPACT OF COVID-19 CONTAINMENT MEASURES

Increasingly stringent containment measures, needed to slow the spread of the Coronavirus (Covid-19), will necessarily lead to significant short-term declines in GDP for many major economies, according to new OECD projections.

OECD Secretary General Angel Gurría, in preparation for the G20 Virtual Summit that took place yesterday, unveiled the latest OECD estimates showing that the lockdown will directly affect sectors amounting to up to one third of GDP in the major economies. For each month of containment, there will be a loss of 2 percentage points in annual GDP growth. The tourism sector alone faces an output decrease as high as 70%. Many economies will fall into recession. This is unavoidable, as we need to continue fighting the pandemic, while at the same time increasing efforts to be able to restore economic normality as fast as possible.

## — Key impacts

### Stabilising the world economy

Containing the epidemic and limiting its severity is the priority, to help the healthcare sector, affected industries and workers.

But we must also support vulnerable households and firms, and buffer the shock through tax and credit change easing and flexible working...

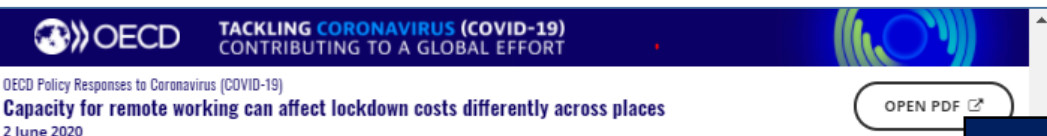
as well as lead a co-ordinated policy response across countries.

### Staying apart to stay healthy

### Supporting the tourism sector



# New policy responses and enhanced data viz



New data viz tools: Flourish, datawrapper,, etc

## Data visualisations highlighting new information from a policy response

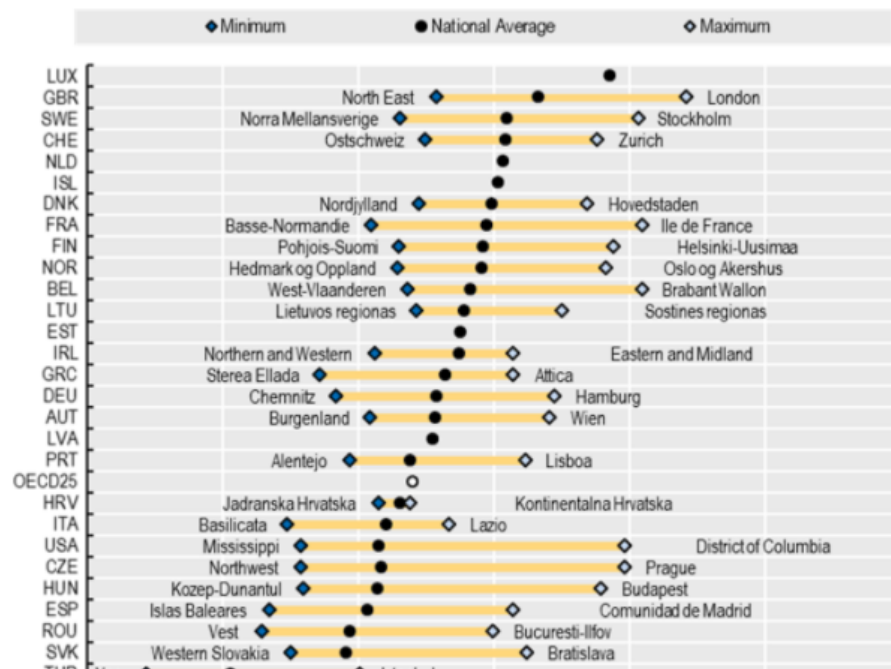
### Cities have a larger share of people that can work remotely

The potential of remote working varies greatly between and within countries. For example, 50% of jobs can potentially be done from home in Luxembourg, but only 21% in Turkey (Figure 1). Looking at individual regions reveals that capitals have, in most cases, the highest rate of potential remote working, which is 9 percentage points higher than their country average.



Figure 1. Potential for remote working differs strongly between and within countries

Share of jobs that can potentially be performed remotely (%), 2018, NUTS-1 or NUTS-2 (TL2) regions



### Cities have a larger share of jobs that can be performed remotely

% of total jobs, 2018



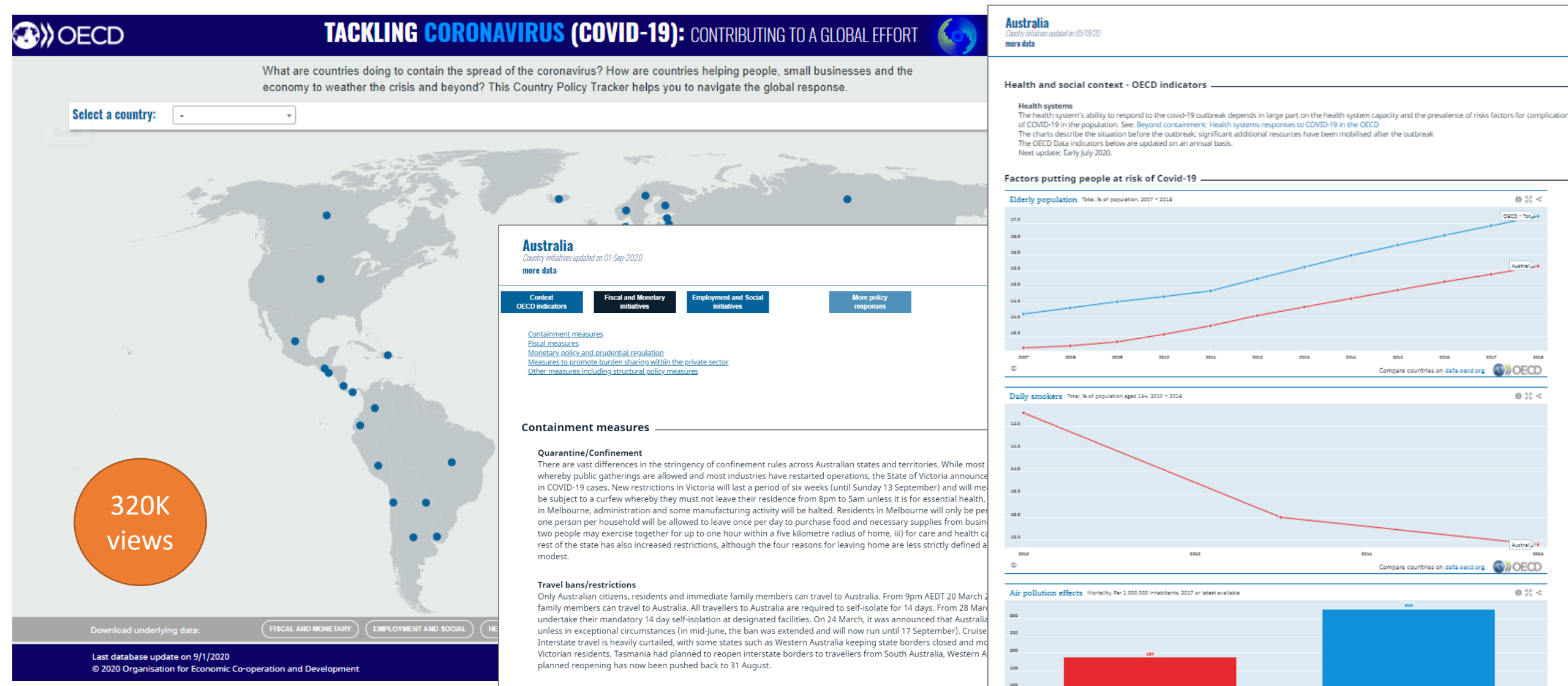
Source: Capacity for remote working can affect lockdown costs differently across places © 2020 OECD

Disclaimer: <https://oe.cd/cyprus-disclaimer>

<https://flourish.studio/>

<https://www.datawrapper.de/>

# Countries can be inspired by one another by seeing how different countries are responding



<https://www.oecd.org/coronavirus/country-policy-tracker/>

# OECD Data

<https://data.oecd.org/>

A spontaneous conversation on health statistics emerged on social media and in media, with users sharing data on health systems in affected countries (for example, number of hospital beds)



**Stéphane Carcillo** @stephancarcillo · Apr 17

Part of the explanation of the difference across countries in **Covid-19's** impact severity is in this chart

**OECD Chart: Hospital beds**, Acute care, Per 1 000 inhabitants, 2018 or latest available



Interactive charts by the OECD

Hospital beds, Acute care, Per 1 000 inhabitants, 2018 or latest available

[data.oecd.org](https://data.oecd.org/)

230 K views



**Javier Ruiz** @Ruiz\_News

SPANISH HEALTH, TITLED AFTER A DECADE OF CUTS -Spain is the 4th country that has cut the most in Health (only after Greece, Iceland and Portugal) - Spanish spending is € 3,323 / person compared to € 5,896 in Germany -Spain has less toilets and ICU beds Fte. OECD

Translate Tweet



1:18 AM · Mar 25, 2020 · Twitter for Mac

8.5K Retweets 10K Likes

**Javier Ruiz**

Journalist in Spain

131.3K Followers on Twitter

18.6K Engagements



**SOL Foundation** @lafundacionsol

Chile ranks 36th out of 36 OECD countries in number of Beds available for hospitalization. It only registers 2.1 beds for every 1,000 inhabitants. The Chilean health system has been systematically weakened, and it will have great problems managing this crisis.

Translate Tweet



1 Confusam Chile and 9 others

5:44 PM · Mar 24, 2020 · Twitter Web App

1.9K Retweets 1K Likes

**SOL Foundation**

Nonprofit in Chile

206.9K Followers on Twitter

3K Engagements



**TV news**

March 23 at 3:20 pm

The hierarch gave this statement in response to Costa Rica being one of the lowest OECD member countries, 1.1 per 1,000 inhabitants.

<http://ow.ly/TUMM50yTBDz>  
<http://ow.ly/TUMM50yTBDz>

See original · Rate this translation



TELETICA.COM

Román Macaya: 'There is no health system, whatever it may be, that can withstand...'

254

66 Comments 23 Shares

**TV news**

Costa Rican News Channel

1.7M Followers on Facebook

417 Engagements



# Data insights

<http://www.oecd.org/coronavirus/en/data-insights/>

## OECD data visualisations created in response to COVID-19

### — Data insights

This data gallery features original data visualisations related to the COVID-19 crisis, tagged along 3 dimensions: global economy, resilient healthcare and social challenges. It allows users to search for specific topics via keywords, play with data points over time and by country or region, as well as share on social media.



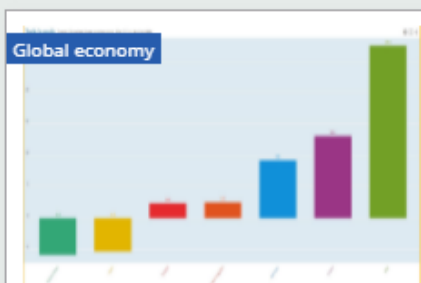
Filter by theme

☒ All

☐ Global economy

☐ Social challenges

☐ Resilient healthcare



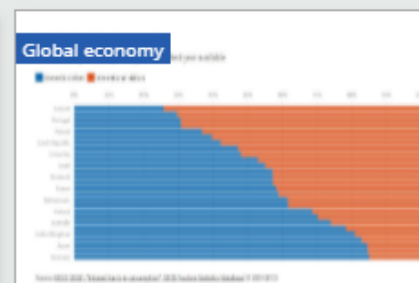
**Covid-19 impacts continue to weigh down on international trade**

23/07/2020



**When will the global tourism economy begin to recover?**

22/07/2020



**Will domestic tourism increase in the near term?**

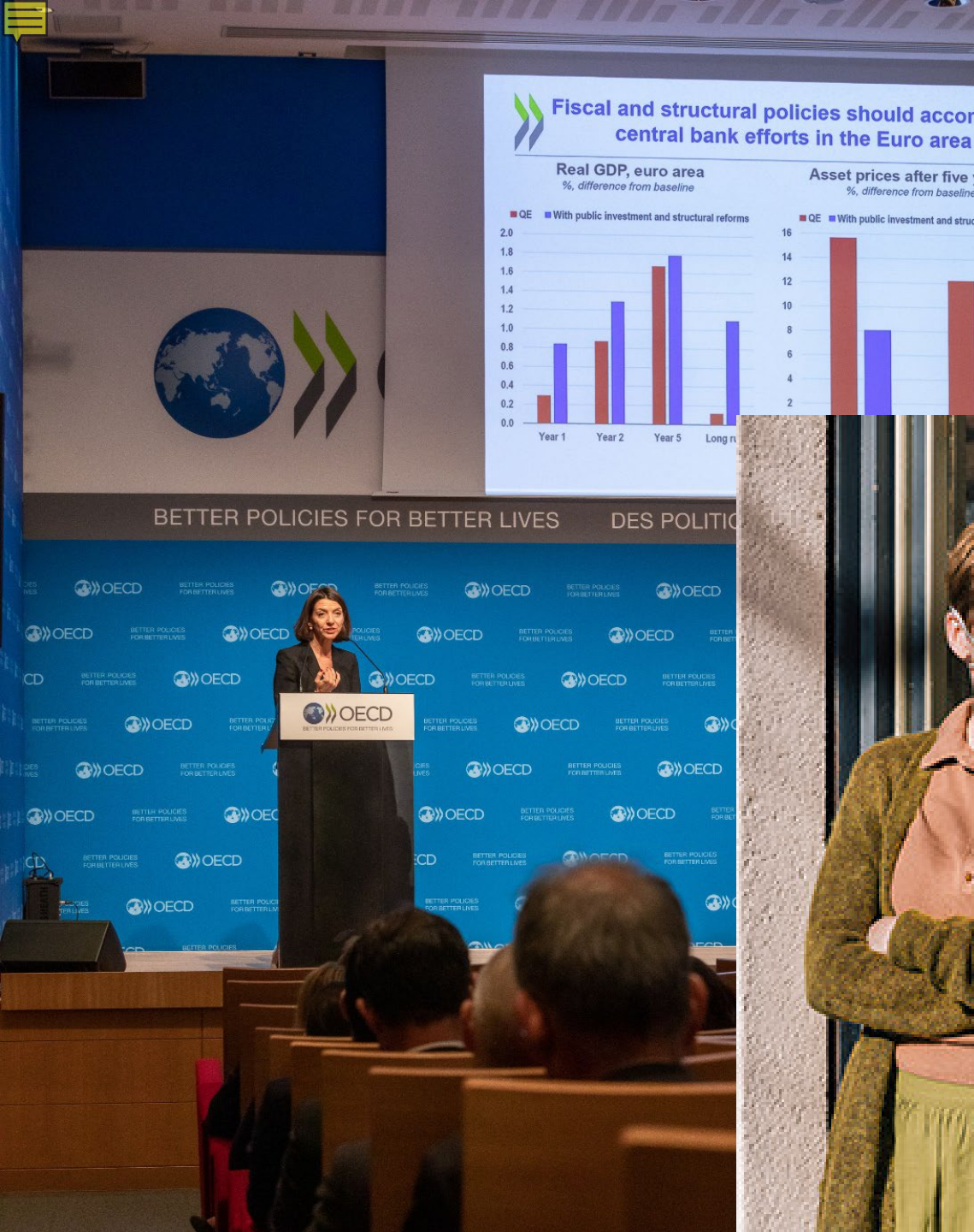
22/07/2020



Just  
released

# Key publication of the COVID-19 campaign

not business as usual



**Press conference of  
the Economic Outlook**  
**Live streaming on YouTube**

**Date: 10 June, 2020**

**Time: 10:00-11:00 CET**

**TACKLING CORONAVIRUS (COVID-19):  
CONTRIBUTING TO A GLOBAL EFFORT**

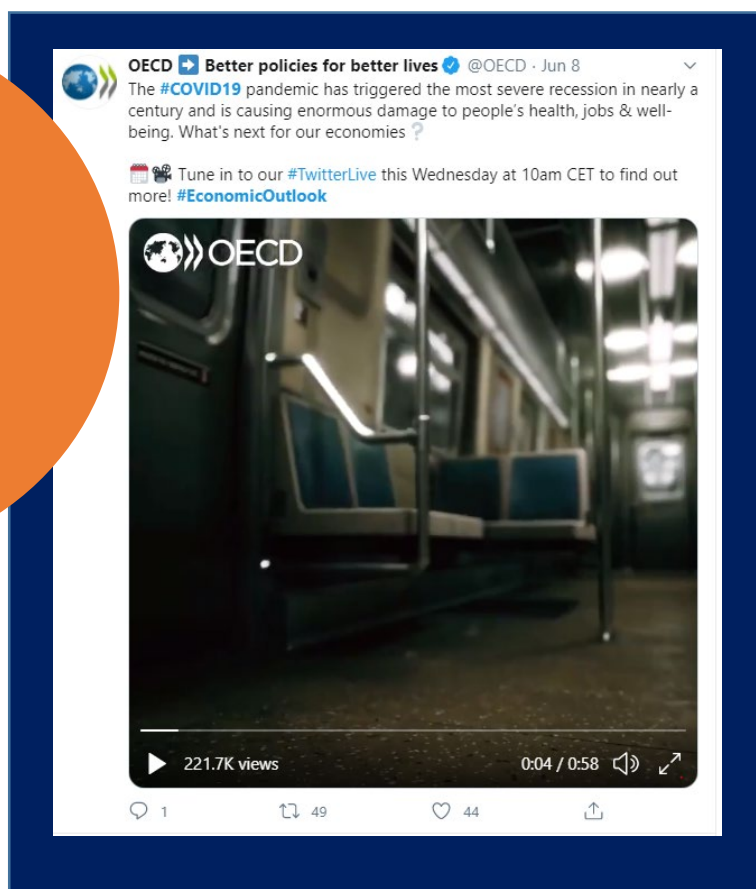


# Twitter promotion

**Twitter live-streaming and paid promotion of the Economic Outlook press conference.**

The OECD's most engaging tweet included a **video** focused on the 2020 projected change in GDP.

1.04M  
views



<https://twitter.com/OECD/status/1270628596126793729?s=20>



# OECD Economic Outlook digital report

| 13

Table 1.1. Global activity has collapsed and the recovery will be slow and possibly interrupted

OECD area, unless noted otherwise

	Average 2012-2019	2018	2019	2020	2021	2019 Q4	2020 Q4	2021 Q4
<b>A. Double-hit scenario</b>								
<b>Real GDP growth<sup>1</sup></b>								
World <sup>2</sup>	3.3	3.4	2.7	-7.6	2.8	2.6	-11.0	7.9
G20 <sup>2</sup>	3.5	3.6	2.9	-7.3	3.1	2.8	-10.2	7.5
OECD <sup>2</sup>	2.1	2.3	1.7	-9.3	2.2	1.6	-13.1	8.4
United States	2.4	2.9	2.3	-8.5	1.9	2.3	-12.3	7.5
Euro area	1.6	1.9	1.3	-11.5	3.5	1.0	-15.1	10.1
Japan	1.0	0.3	0.7	-7.3	-0.5	-0.7	-8.4	2.1
Non-OECD <sup>2</sup>	4.3	4.4	3.5	-6.1	3.2	3.4	-9.2	7.5
China	7.0	6.7	6.1	-3.7	4.5	5.9	-4.7	5.0
India <sup>3</sup>	6.8	6.1	4.2	-7.3	8.1			
Brazil	0.0	1.3	1.1	-9.1	2.4			
<b>Unemployment rate<sup>4</sup></b>	6.7	5.5	5.4	10.0	9.9	5.3	12.6	8.9
<b>Inflation<sup>1,5</sup></b>	1.6	2.4	1.9	1.1	1.0	1.7	0.7	1.2

-12.7	-9.2			
-11.4	2.5	1.1	-15.4	9.2

	Per cent			
-6.0	5.2	2.6	-4.6	4.0
-5.7	5.5	2.8	-4.1	3.9
-7.5	4.8	1.6	-6.1	3.7
-7.3	4.1	2.3	-7.4	4.6
-9.1	6.5	1.0	-5.6	3.2
-6.0	2.1	-0.7	-3.2	0.6
-4.6	5.6	3.4	-3.3	4.2
-2.6	6.8	5.9	-0.7	4.0
-3.7	7.9			
-7.4	4.2			
9.2	8.1	5.3	9.4	7.7
1.1	1.3	1.7	0.9	1.6
-11.1	-7.1			
-9.5	6.0	1.1	-7.9	5.1

StatLink  <https://doi.org/10.1787/888934140430>



GLOBAL OUTLOOK KEY IMPACTS COUNTRY SCENARIOS DATA STORY TAKE ACTION VIDEO COUNTRY NOTES REPORT

OECD COVID-19

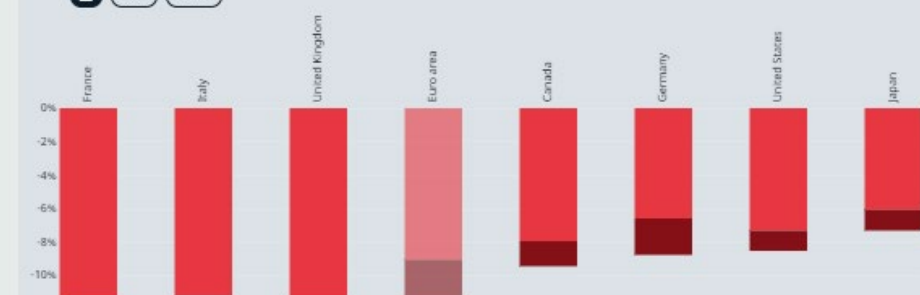
## — The global outlook is **highly uncertain**

The COVID-19 pandemic is a global health crisis without precedent in living memory. It has triggered the most severe economic recession in nearly a century and is causing enormous damage to people's health, jobs and well-being.

The Outlook focuses on two equally probable scenarios – one in which a second wave of infections, with renewed lock-downs, hits before the end of 2020, and one in which another major outbreak is avoided.

### 2020 Projected change in GDP

OECD WORLD





Data viz was central  
to our  
communication  
efforts

## Projections by country: Two core scenarios

10/06/2020

JPG

Select countries and indicator:

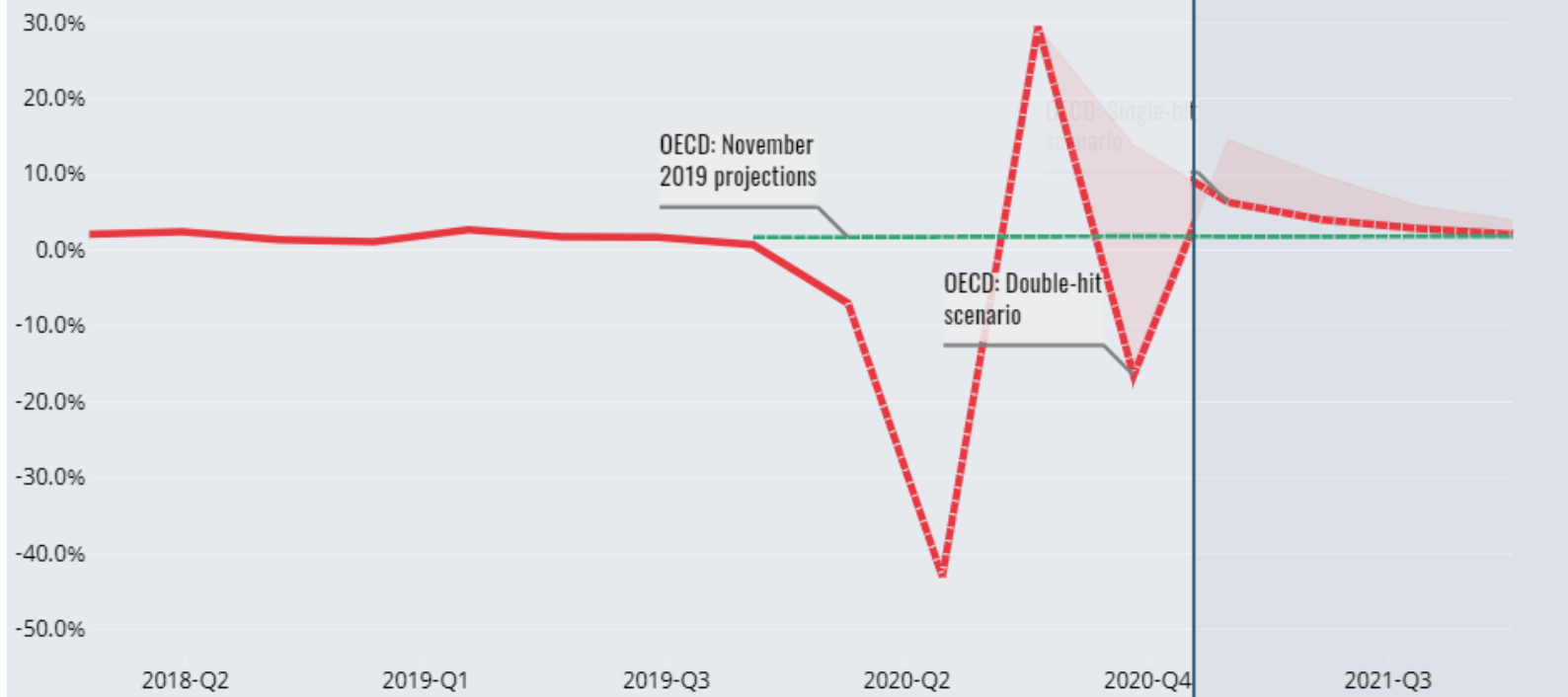
OECD

GDP, % change over previous quarter, a...



Double-hit scenario

Single-hit scenario



Source: OECD (2020), Real GDP forecast and Unemployment rate forecast (indicators). © OECD Terms & Conditions  
Divergences for 2019-Q4 are due to data revisions and changes in the base years in country national accounts.

OECD NOTE

ECONOMIC SNAPSHOTS

The economic impact of strict and relatively lengthy lockdowns in Europe will be particularly harsh. Emerging economies face the challenge of strained health systems adding to difficulties caused by a collapse in commodity prices.

<http://www.oecd.org/coronavirus/en/data-insights/projections-by-country-two-core-scenarios>

# OECD What's New newsletter

Tailored content with increased frequency

Discover our GDP forecast, country notes and unemployment projections into 2021 [View the report online](#)



## The world economy on a tightrope

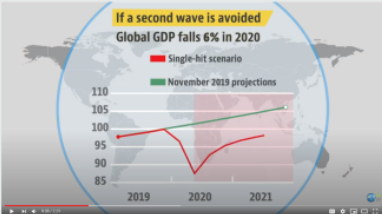
The COVID-19 pandemic is a global health crisis without precedent in living memory. It has triggered the most severe economic recession in nearly a century and is causing enormous damage to people's health, jobs and well-being.

[View the full report](#)

### Living with COVID-19: Two scenarios for the world economy

As restrictions begin to be eased, the path to economic recovery remains highly uncertain and vulnerable to a second wave of infections.

With or without a second outbreak, the consequences will be severe and long-lasting.



**If a second wave is avoided**  
Global GDP falls 6% in 2020

■ Single-hit scenario  
■ November 2019 projections

Watch the 2-minute video

## Unemployment is soaring

Unemployment rose sharply in 2020-Q1  
Unemployment rate, % of labour force

■ Single-hit scenario ■ Additional impact from double-hit scenario



Country/Region	Unemployment rate, % of labour force
Italy	9.7%
France	7.8%
Euro area 17	7.4%
OECD	5.4%
Australia	5.2%
United Kingdom	3.9%
United States	3.8%
Germany	3.4%
Japan	2.4%

Visualise unemployment data

[Get the presentation](#)

OECD Economic Outlook  
World Economy on a Tightrope  
Une Reprise sur Ligne de Crête

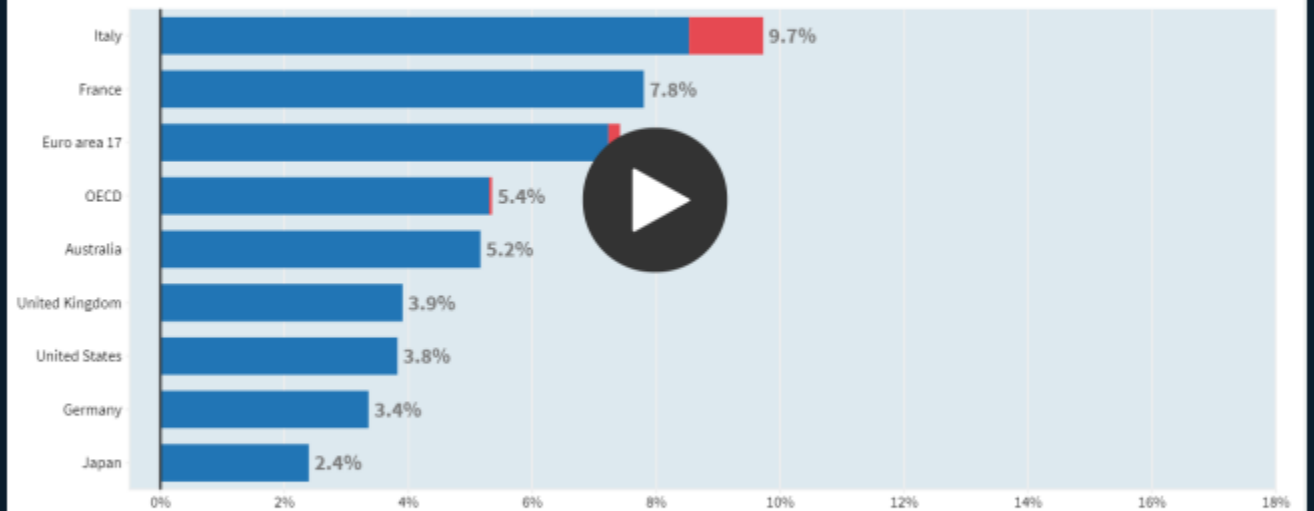
## Unemployment is soaring



### Unemployment rose sharply in 2020-Q1

Unemployment rate, % of labour force

■ Single-hit scenario ■ Additional impact from double-hit scenario



Source: OECD (2020), Unemployment rate forecast (indicator). © OECD Terms & Conditions

Visualise unemployment data

# Impact and adjustments

OECD's Economic Outlook results (2020 compared to 2019)

Media mentions + 96%

Web visitors + 454%

Social media mentions +272%

## External feedback 2020

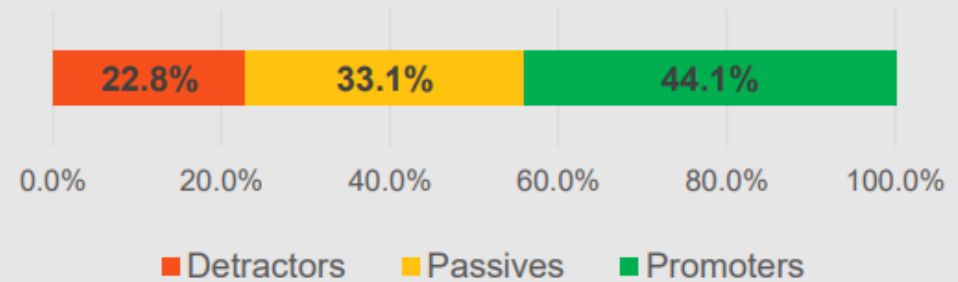
### Positive feedback:

- Data visualisation, clear presentation
- Simple and easy to understand
- Useful, reliable and objective data
- Provides the big picture/ impact
- Nice presentation with helpful projections
- Accessible and easy to navigate

### Room for improvement:

- Free access, Download to PDF more visible, downloadable data
- Report in more languages
- Explanation of how to use via video/audio
- Index of countries / Glossary of terms / Methodology
- Search function and scrolling experience

On a scale of 0 to 10, how likely are you to recommend this page to a friend or colleague?



The net promoter score (NPS) for returning visitors is much higher than for first-timers: **+38.9 vs. +17.1** demonstrating that *loyalty breeds promotion*.

The overall net promoter score (NPS) among all visitors is +21.3.



# OECD COVID-19 Digital Hub Report

20 Mar 2020 - 28 Aug 2020

Country

Source/Medium

Device Categ...

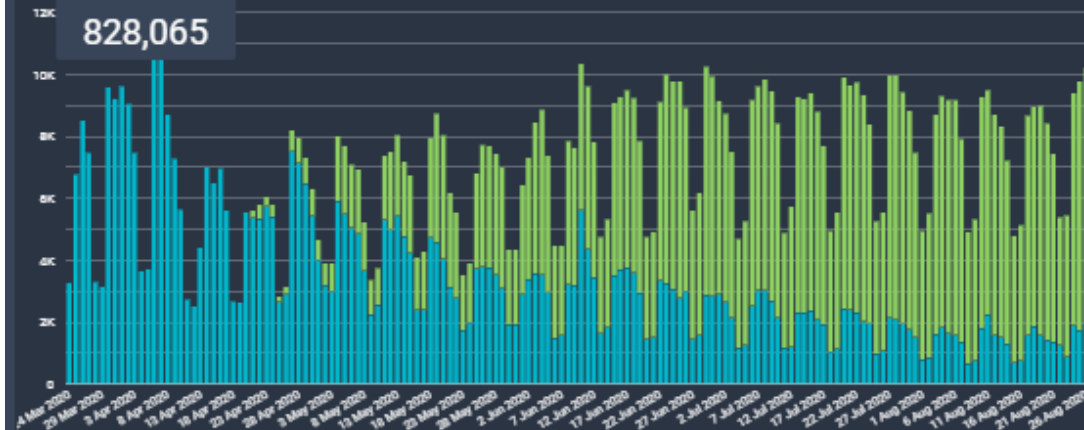
Language

Internal  
communications

New impact  
dashboard provides  
insight to staff

Weekly reporting to  
Executive leadership  
and comms staff.

## How many people did we reach on the Hub

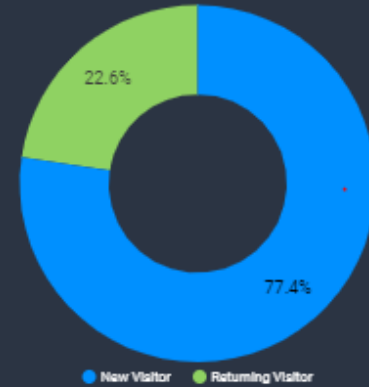


Total Users  
Covid Hub

412,195

Total Users  
Webbook Pages

488,417



## How engaged were they?

Avg. Session Duration  
COVID-19 Digital Hub

00:02:47

Pages / Session  
COVID-19 Digital Hub

1.94

Avg. Session Duration  
OECD.org

00:02:14

## How many people did we reach on each of the six language versions of the hub page? (not including traffic to policy briefs)



English

377,978

French

23,388

Spanish

23,147

Portuguese

2,070

Japanese

1,338

German

593

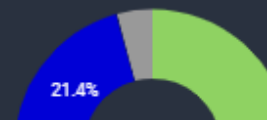
## How did the focus pages perform?

Focus Pages

Users

1. /themes/global-economy

1K



/themes/global-economy  
/themes/social-challenges  
/themes/resilient-healthcare



# Change in internal working methods

## New communication tools used for COVID

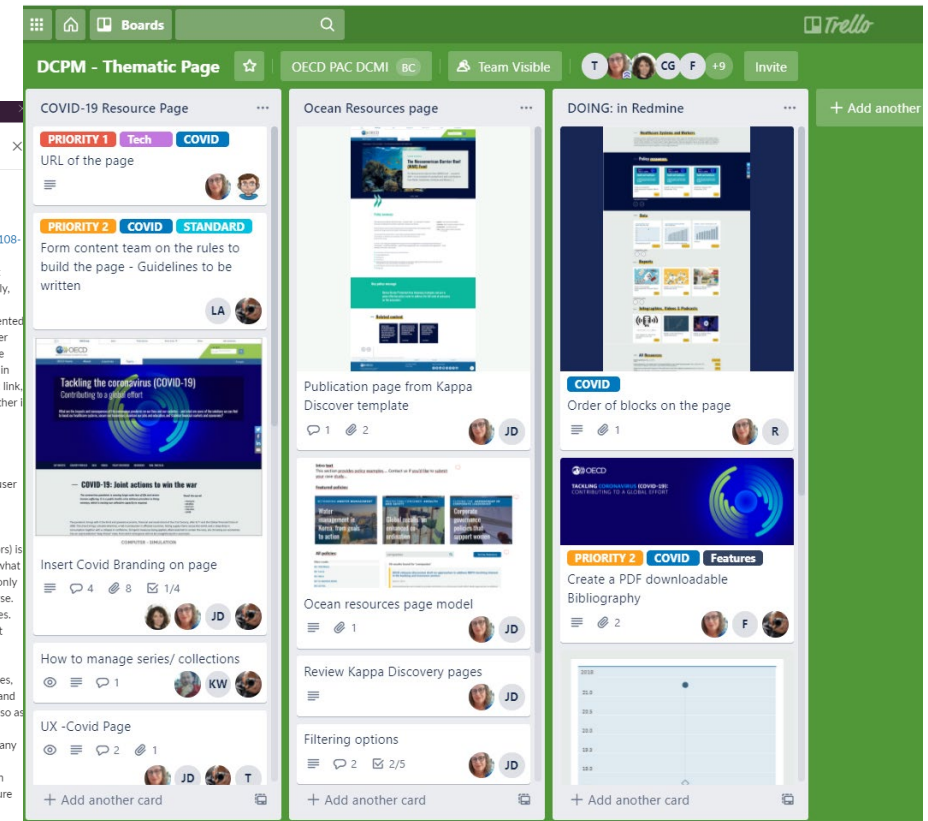
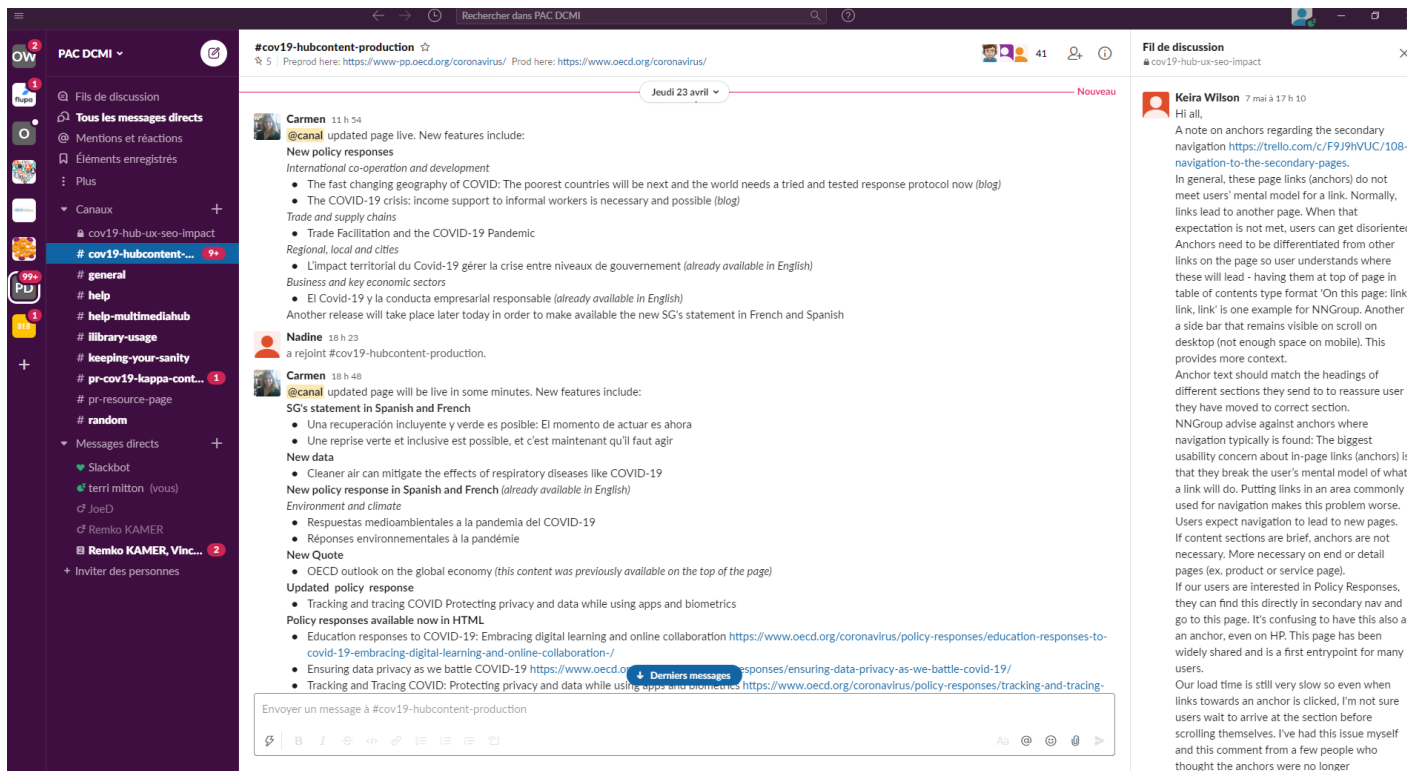
New **data viz tools**: Datawrapper and Flourish

New **video tools**: Play Play

**Slack** for operational production

New **guidelines and templates**

**Trello** for managing content planning and IT projects



# Lessons learned and future plans

## Covid-19 hub

- Live Twitter and paid promotion were very successful
- Regular fresh content boosted visibility and usage
- Monitor and adjust frequently to stay relevant to our audiences
- New internal tools will continue to be used

**TACKLING CORONAVIRUS (COVID-19)**  
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**Visit our dedicated  
COVID-19 digital platform:**  
<https://oecd.org/coronavirus>

 <https://twitter.com/oecd>  
 [terri.mitton@oecd.org](mailto:terri.mitton@oecd.org)  
 <https://oecd.org/newsletters>