**PROJECT INFORMATION DOCUMENT (PID)**

**APPRAISAL STAGE**

Report No.: AB7278

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| Project Name | Communications for reforms |
| **Region** | MNA |
| **Sector** | PREM |
| **Project ID** | P144917 |
| **Borrower(s)** | Global Productions |
| **Implementing Agency** | Recipient executed |
| **Environment Category** | [ ] A [ ] B [ ] C [ ] FI [ ] TBD (to be determined) |
| **Date PID Prepared** | March 30, 2014 |
| **Date of Appraisal Authorization** | August 28, 2013 |
| **Date of Board Approval** | n/a |

1. Country and Sector Background

**Tunisia’s economic policies have resulted in a lack of competition, a heavy bureaucratic burden, labor rules which promote job insecurity, and governance failures in many economic sectors.** These policies have deepened regional disparities, promoted economic exclusion, and reduced the sustainability and reach of the country’s social safety net, all of which are at the core of the many grievances Tunisians have concerning their economic opportunities.

**There is widespread support in Tunisia for the idea that changing the economic system will require the debate and eventual adoption of deep reforms which touch at the core of the socio-economic model.** Adopting reforms to improve the business environment, reduce discretion and increase transparency in the regulatory and legal framework, eliminate privileges and remove monopolies/concessions , will require a national debate and broad consensus in order to pave the way for more inclusive growth and job creation in the medium-term. Debate over these core economic issues and Tunisia’s socio-economic model has been noticeably absent in the media. As a result, many Tunisians lack a concrete understanding of the origins of existing economic challenges, the potential tradeoffs of certain reforms, and the sources of and solutions to their most pressing economic challenges.[[1]](#footnote-1)

1. Objectives

**The Development Objective is to contribute to public understanding and increase public debate of economic issues in Tunisia.** This will be achieved through the production and dissemination of a series of media products that aim to educate, inform, and provoke public debate over the key economic issues facing the country.

1. Rationale for Bank Involvement.

**The proposed operation is directly linked to the programmatic Governance, Opportunity and Jobs (GOJ) Development Policy Loan (DPL) series, a key component of the ISN.** The project is fully consistent with the DPL series by addressing key economic reforms while addressing social disparities and improving government transparency. It seeks to promote understanding, increase public debate and help build consensus around government reforms supported under the DPL series. The activities supported by this project, by being fully aligned with the DPLs, will facilitate the design and implementation of reforms agreed among development partners.

1. Description

**The recipient, a Tunisian production company, will implement a strategy to raise awareness of and educate Tunisians about a core set of development policy issues through compelling multimedia programming.** For each topic, the recipient will produce a range of programming and content intended to simplify the subject and explain to the Tunisian public practical applications, choices and opportunities related to that issue one topic every few weeks, over a period of 12 months. These reforms are at the core of the MENA strategy, affecting governance, economic and social inclusion, sustainable growth and jobs creation.

1. Financing

|  |  |
| --- | --- |
| Source: MDTF | ($m.) |
| Total | 0.6 |

1. Implementation

**Implementation will be carried out by the Recipient, with support by the Bank team as may be requested.** For each topic, the recipient will produce a range of programming and content intended to simplify the subject and explain to the Tunisian public practical applications, choices and opportunities related to that issue one topic every few weeks, over a period of 12-18 months.

1. Sustainability

**The recipient will gauge interest from media partners in producing similar content in the future.** The commercial nature of the initiative, through the use of outside sponsors, will help ensure the sustainability of the project past the end of Trust Fund financing.

1. Lessons Learned from Past Operations in the Country/Sector

N/A

1. Safeguard Policies (including public consultation)

N/A

1. List of Factual Technical Documents

N/A

1. Contact point

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1. For more information contact:

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1. A survey conducted by the National Democratic Institute (NDI) in July 2012 found that “low awareness of government plans for economic development coupled with disagreement over models for job creation (drove) participant frustration.” See Rowsell, Nicole and Asma Ben Yahia < <http://bit.ly/S6yJbr>>. [↑](#footnote-ref-1)