

Trust in Government

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of the people, by the people, for the people

6 key elements

- Reliability
- Responsiveness
- Openness
- Better Regulations
- Integrity and Fairness
- Inclusive Policy Making

Reliability

- Governments have an obligation to minimise **uncertainty** in the economic, social and political environment.

Responsiveness

- Trust in government can depend on citizens experiences when receiving public services. The **interaction** between citizens and the state is a crucial factor of trust in government. Under tight fiscal constraints and growing expectations, governments are increasingly engaging with citizens **to ensure** quality, responsiveness and ultimately trust in public services.
- Governments are also exploring how improved service delivery can boost confidence and trust in the public sector.

Openness

- Open government policies that concentrate on **citizen engagement and access to information** can help increase public trust and initiatives are receiving traction in an increasing number of Member and non-Member countries.

Better Regulations

- The regulatory system must work for everyone in society.

For citizens

It is important for **justice, fairness and the rule of law** as well in delivering public services.

For businesses

It is important to have **reliability and confidence** in regulatory governance for investment and growth.

For public administrations

It is important to have the **confidence of stakeholders** to act and trust in the efficiency and appropriate use of public resources for equal benefit for all citizen's well-being and environmental protection.

Integrity and Fairness

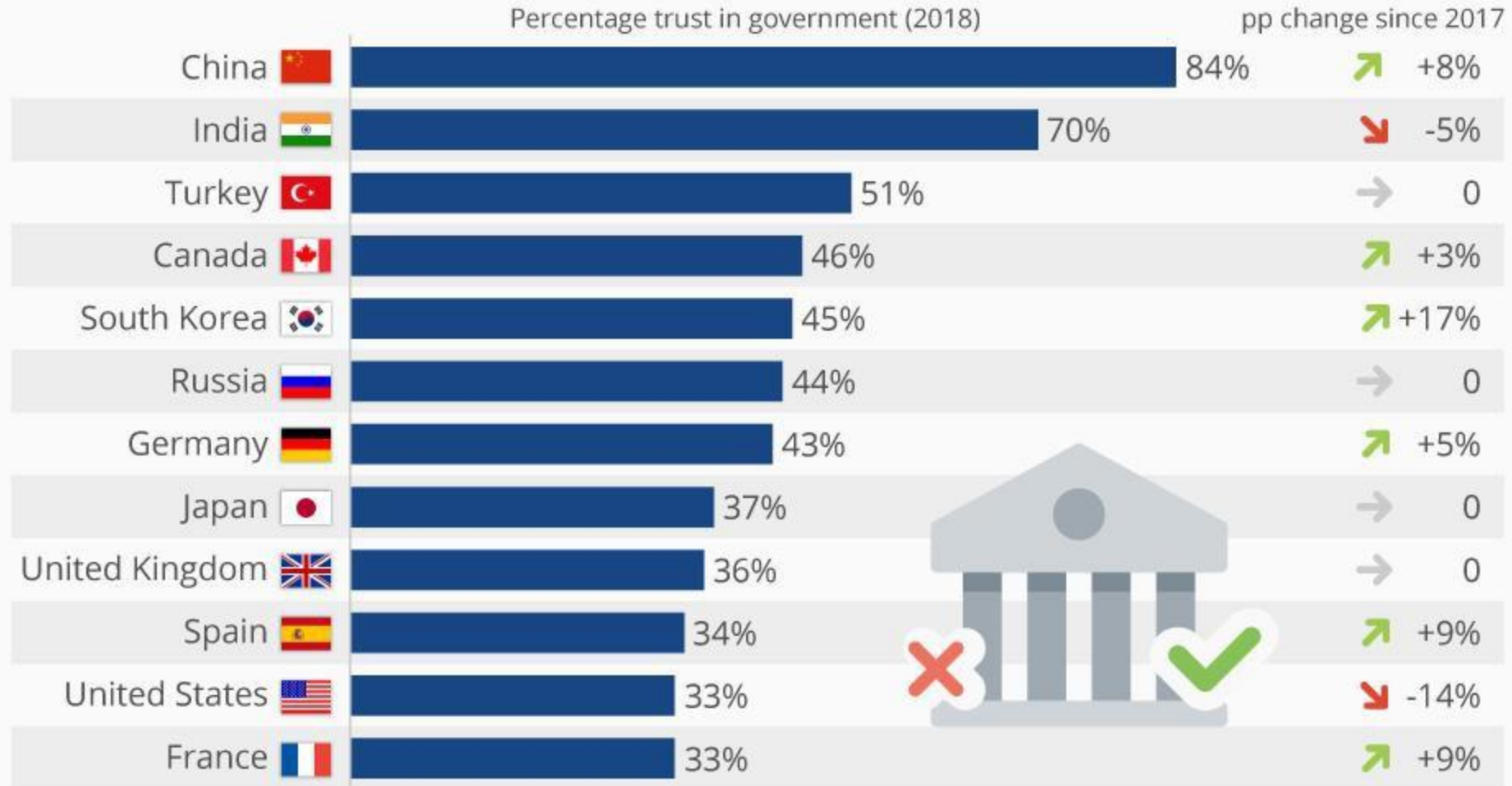
- Integrity is a **crucial determinant of trust**. Evidence suggests a link between trust in politicians, both from the business community and citizens, and the perception of corruption.
- Integrity policies, aimed at preventing corruption and fostering high standards of behaviour, help to **reinforce the credibility and legitimacy of those involved in policy decision making, safeguarding the public interest and restoring confidence** in the policy making process.
- Policies addressing **high-risk areas**, such as the working relationship between the public and private sectors, **can limit undue influence and build safeguards to protect the public interest**. Policy areas include effective management of conflict of interests, high standards of behaviour in the public sector, and adequate lobbying and political finance regulation.

Inclusive Policy Making

- A priority for governments should be to build a policy making process **conducive to trust**. Concerns over the undue influence of vested interests over decision making has led to increasing demands for more transparency and a greater commitment to safeguarding the public interest. Efforts to guarantee that the policy making process is open, inclusive and fair would improve the quality of policy decisions.
- A policy-making process conducive to trust is built on informed decisions using reliable and relevant information, that are in the public interest, and are carried out with high standards of behaviour.

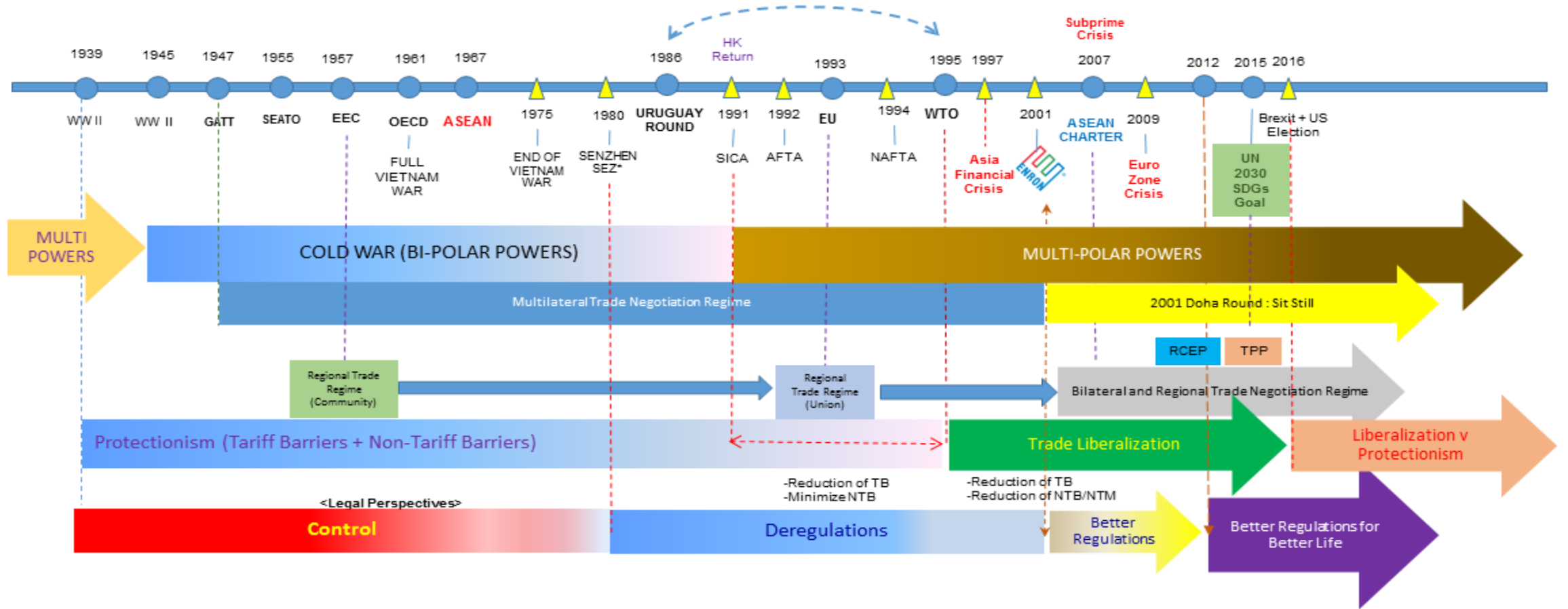
Where Trust In Government Is Highest and Lowest

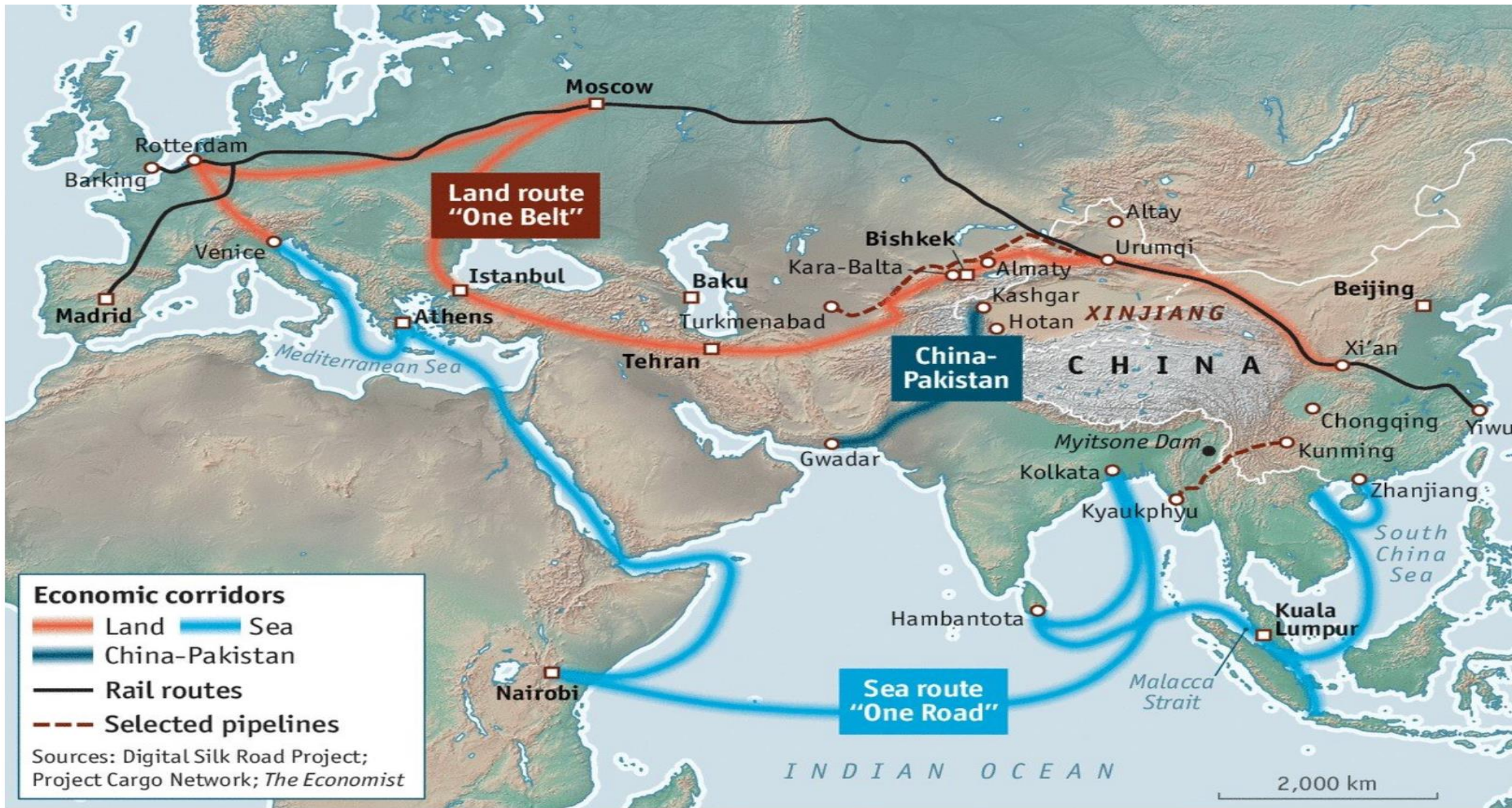
% trusting the government and change from 2017 to 2018 (selected countries)



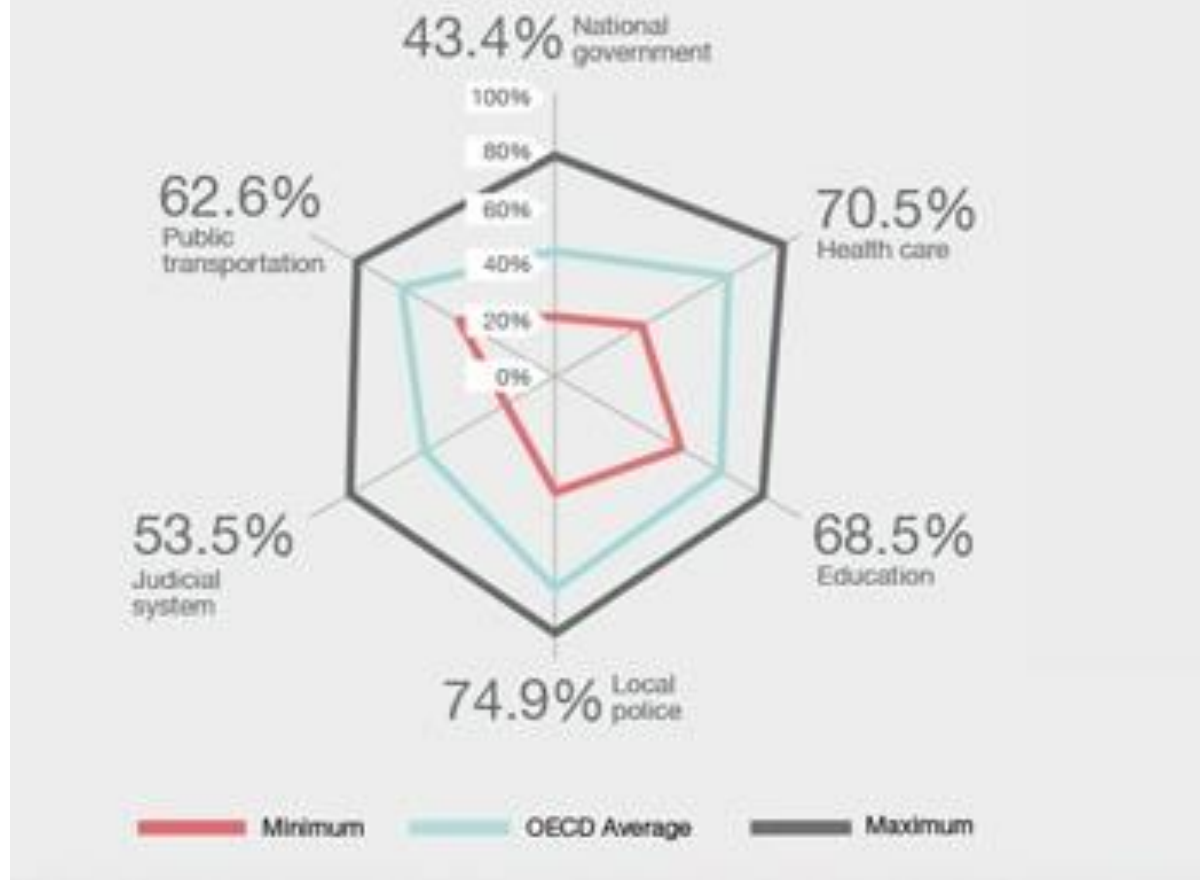
@StatistaCharts Source: Edelman Trust Barometer

International Perspective





Citizens trust public services more than the government itself (2015)



Trust in Retrospect

2001

Rising Influence of NGOs

2002

Fall of the Celebrity CEO

2003

Earned Media More Credible Than Advertising

2004

U.S. Companies in Europe Suffer Trust Discount

2005

Trust Shifts from "Authorities" to Peers

2006

"A Person Like Me" Emerges as Credible Spokesperson

2007

Business More Trusted Than Government and Media

2008

Young Influencers Have More Trust in Business

2009

Business Must Partner with Government to Regain Trust

2010

Trust is Now an Essential Line of Business

2011

Rise of Authority Figures

2012

Fall of Government

2013

Crisis of Leadership

2014

Business to Lead the Debate for Change

2015

Trust is Essential to Innovation

2016

Growing Inequality of Trust

2017

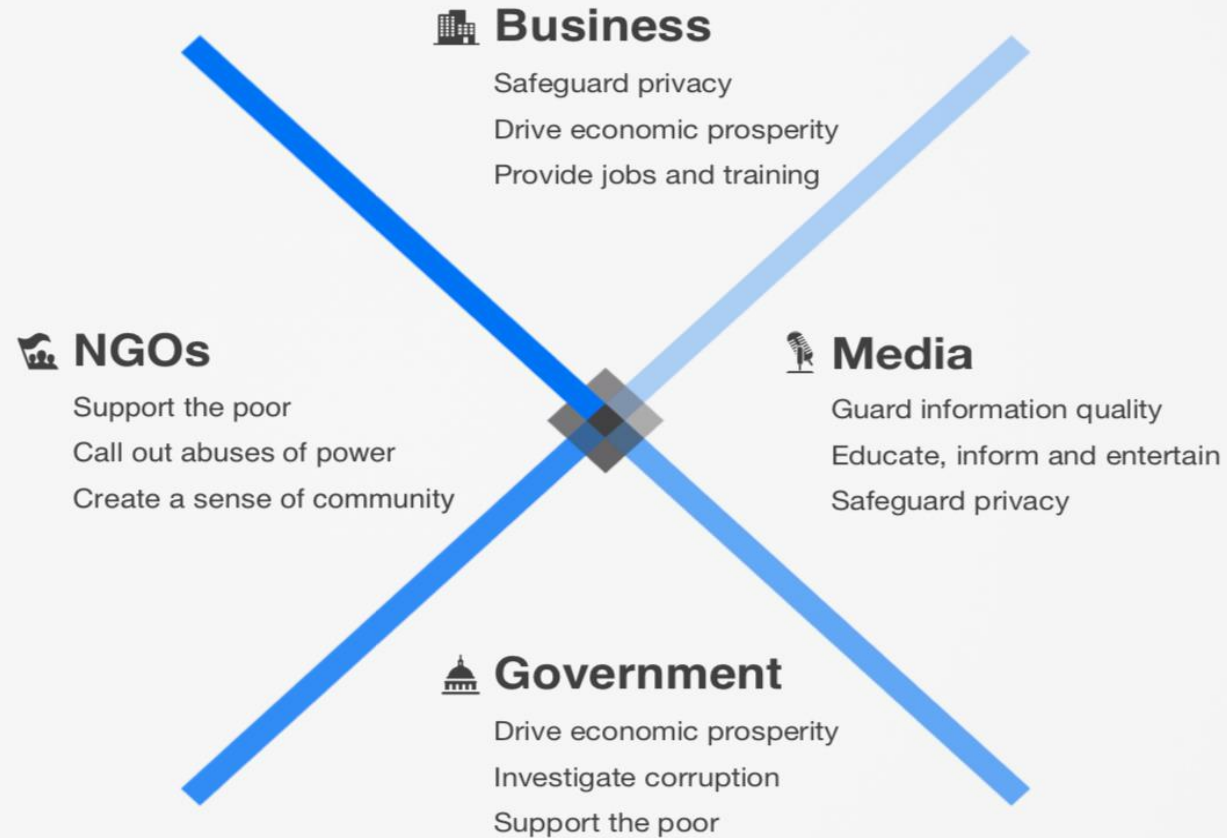
Trust in Crisis

2018

The Battle for Truth

Each Institution Must Play its Role

Top trust-building mandates for
each institution



Source: 2018 Edelman Trust Barometer. Trust-Building Mandates Analysis. The most effective trust building mandates for each institution. INS_EXP_GOV; INS_EXP_MED; INS_EXP_BUS; and INS_EXP_NGO. Below is a list of potential expectations or responsibilities that a social institution might have. Thinking about [insert institution] in general, how would you characterize each using the following three-point scale. General population, 28-market global total. For more details on the Trust Mandates Analysis, please refer to the Technical Appendix.

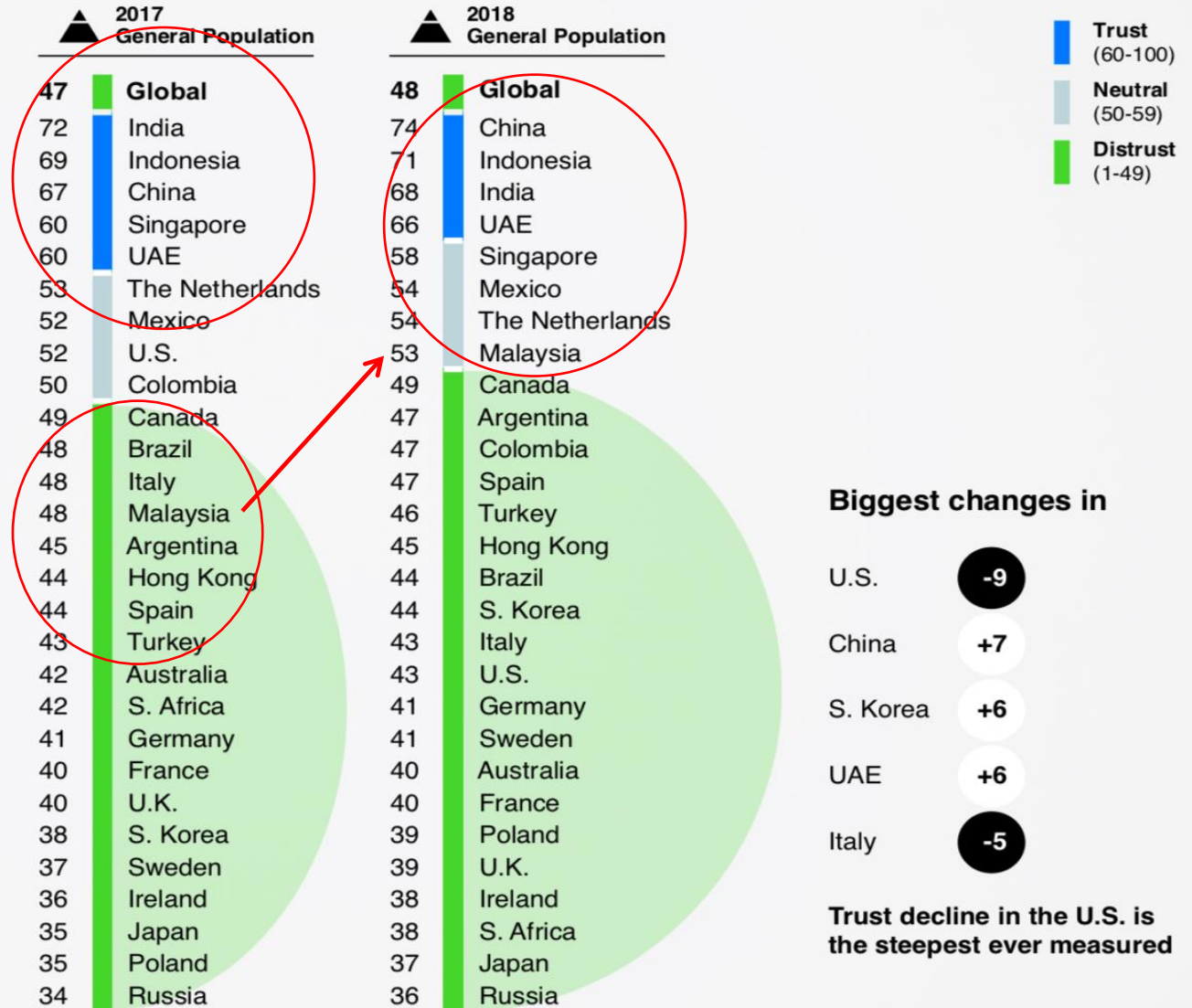
Trust Index A World of Distrust

Average trust in institutions,
general population, 2017 vs. 2018

Global Trust Index remains at distruster level

20 of 28 markets are distrusters, up 1 from 2017

Source: 2018 Edelman Trust Barometer.
The Trust Index is an average of a market's trust in the institutions of government, business, media and NGOs. General population, 28-market global total.



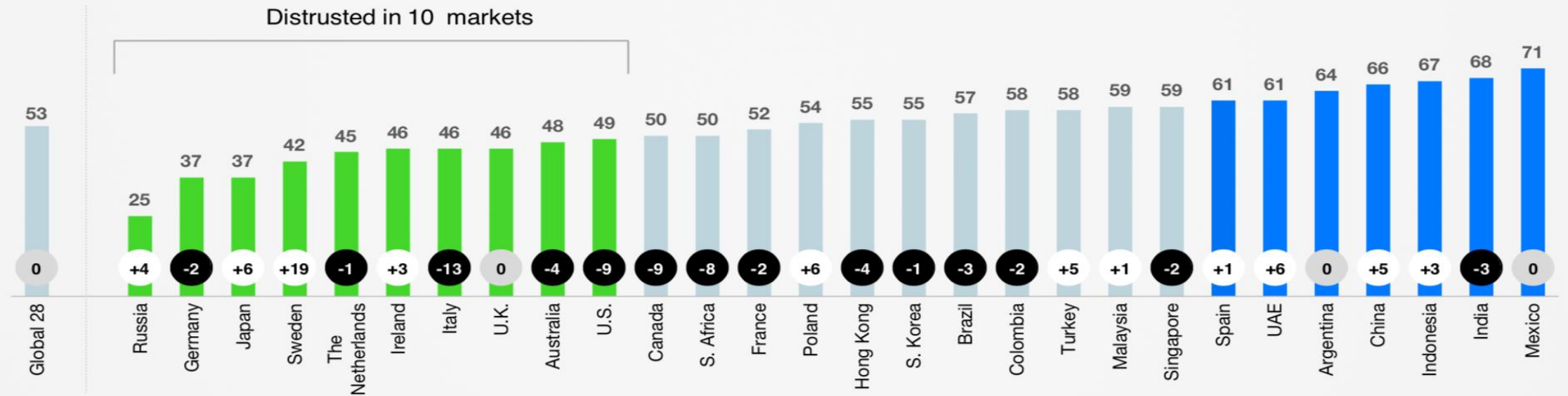
Trust in NGOs

Declines in 14 of 28 Markets

Percent trust in NGOs, and change from 2017 to 2018

■ Distrust ■ Neutral ■ Trust

● - 0 + Y-to-Y Change

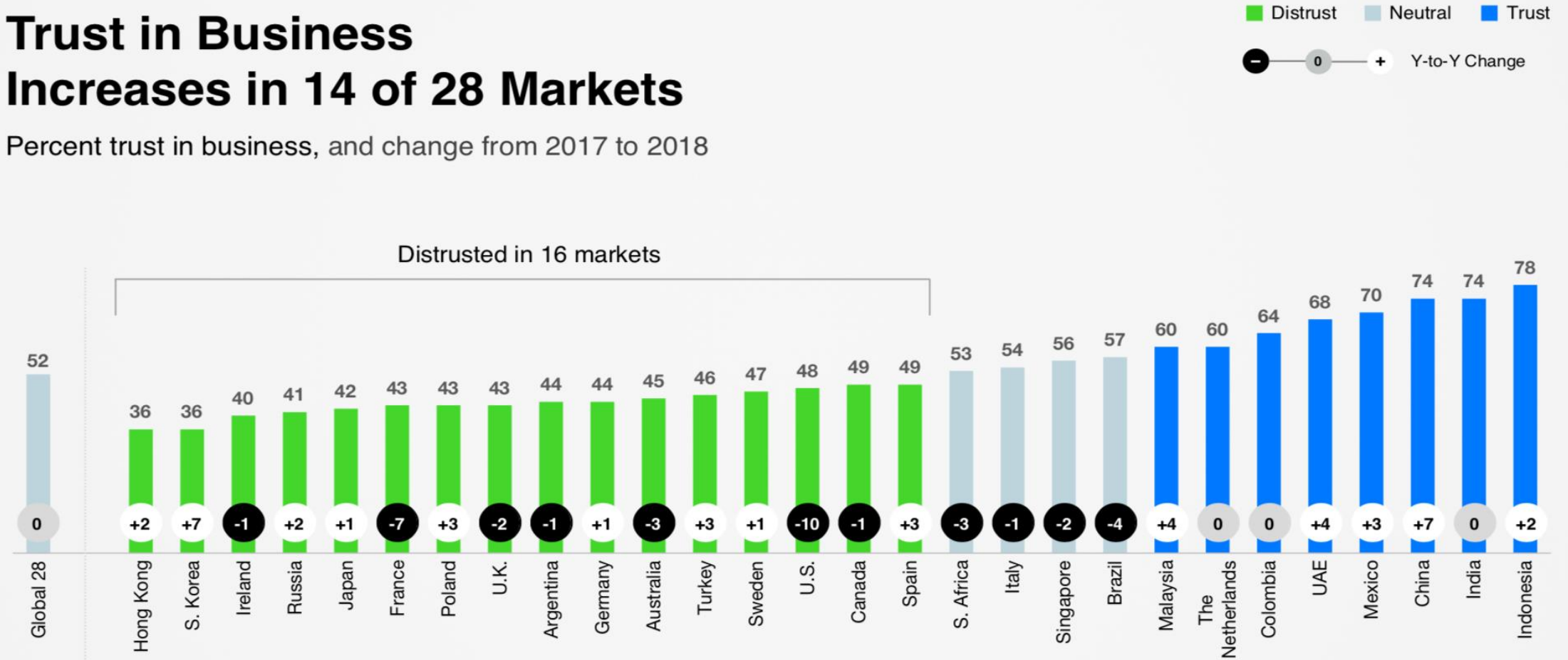


Source: 2018 Edelman Trust Barometer. TRU_INS. [NGOs IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) General Population, 28-market global total.

Trust in Business

Increases in 14 of 28 Markets

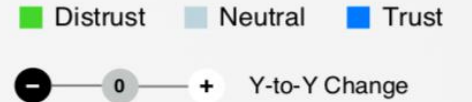
Percent trust in business, and change from 2017 to 2018



Source: 2018 Edelman Trust Barometer. TRU_INS. [BUSINESS IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) General Population, 28-market global total.

Trust in Government Increases in 16 of 28 Markets

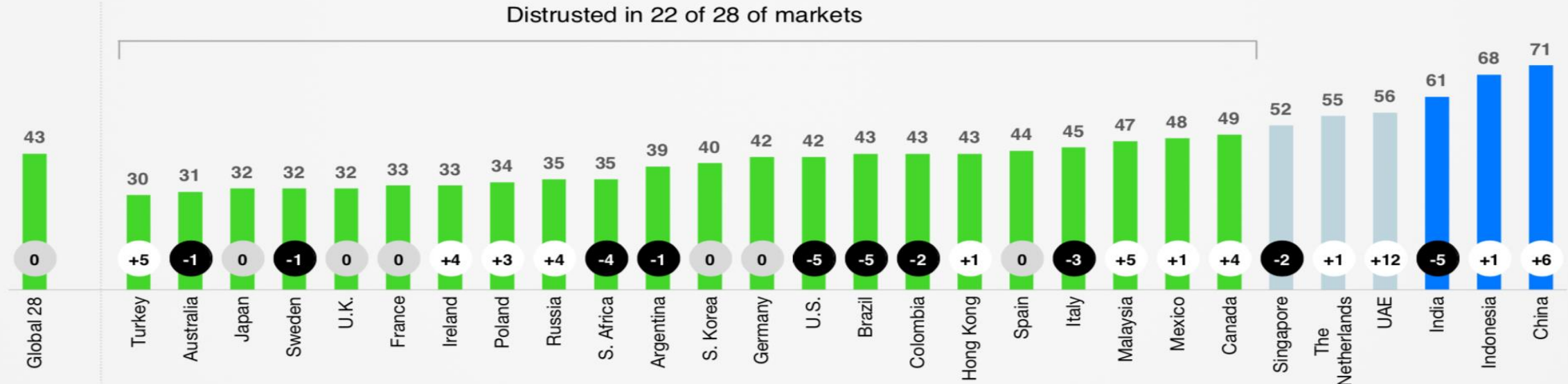
Percent trust in government, and change from 2017 to 2018



Source: 2018 Edelman Trust Barometer. TRU_INS. [GOVERNMENT IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) General Population, 28-market global total.

Media Now Least Trusted Institution

Percent trust in media, and change from 2017 to 2018



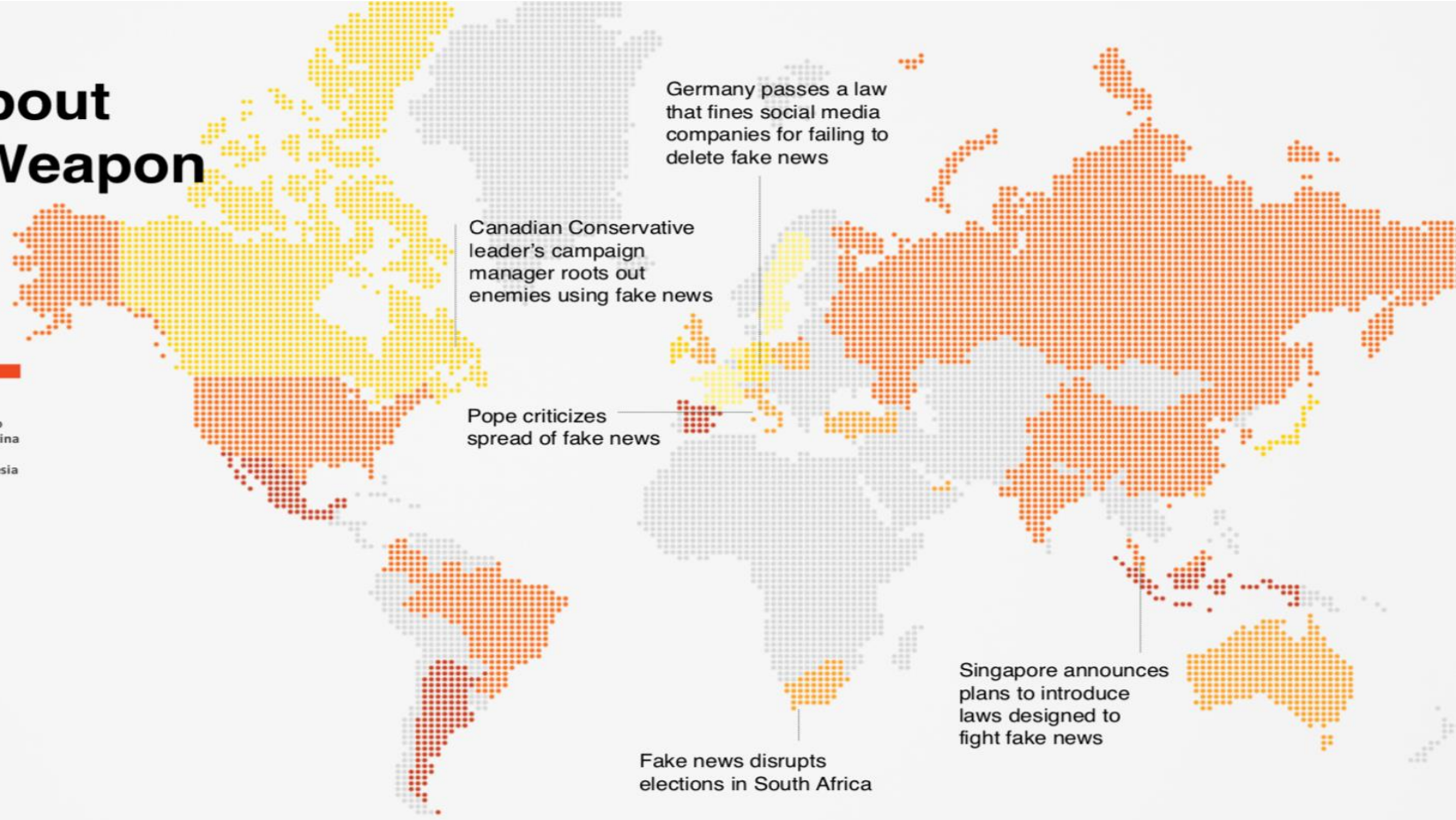
Source: 2018 Edelman Trust Barometer. TRU_INS. [MEDIA IN GENERAL] Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) General Population, 28-market global total.

World Worried About Fake News as a Weapon

Percent who worry about false information or fake news being used as a weapon



Nearly
7 in 10
worry about false information or fake news being used as a weapon

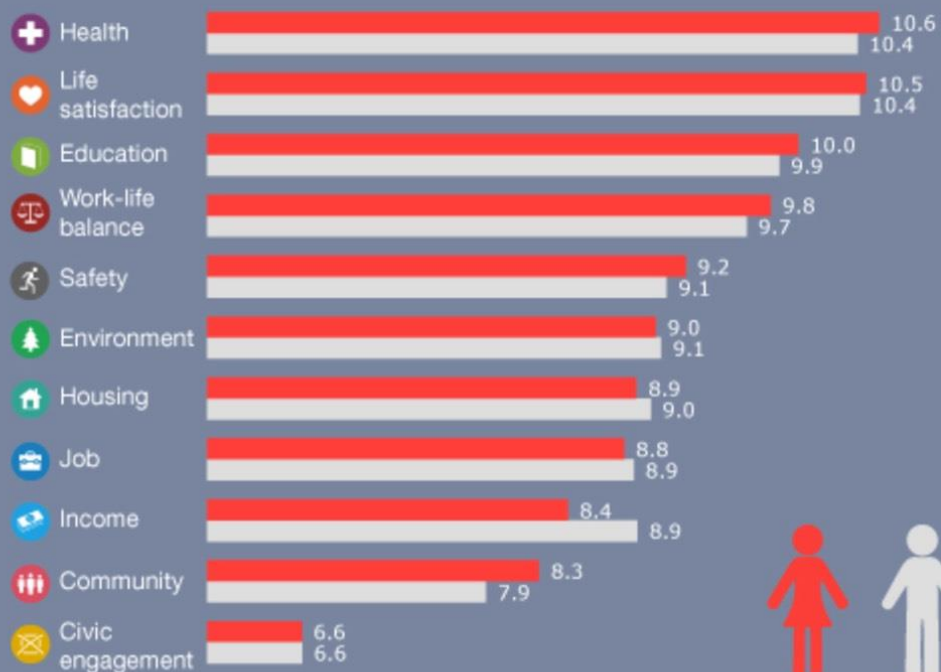


Source: 2018 Edelman Trust Barometer. ATT_MED_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale where one means "strongly disagree" and nine means "strongly agree". (Top 4 Box, Agree), question asked of half of the sample. General population, 28-market global total.



Gender patterns in BLI users' preferences

Percentage of the total ratings, by sex



Note: data cover OECD countries as well as Brazil and South Africa, and are pooled over the years 2011-2017

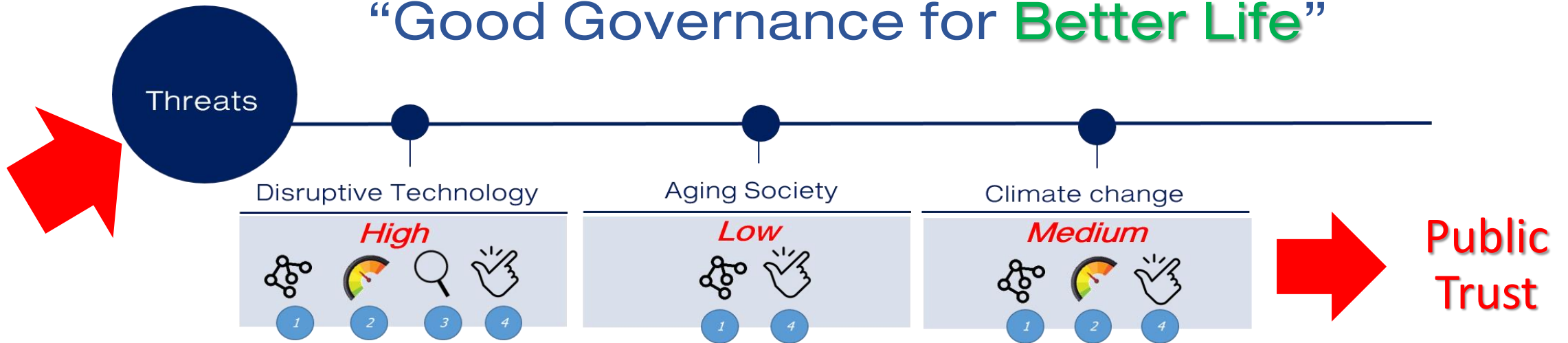
Source: OECD (2018), Balestra, C., R. Boarini and E. Toso (2018), "What matters the most to people?: Evidence from the OECD Better Life Index users' responses", *OECD Statistics Working Papers*, No. 2018/03, OECD Publishing, Paris
<https://doi.org/10.1787/edf9a89a-en>



OECD
Better Life
Index

www.oecdbetterlifeindex.org

“Good Governance for Better Life”



1 Structure

- ▶ Flexible
- ▶ Agile Organization

2 Efficiency

- ▶ “Better Life”
- ▶ Both feel and touch

(KPIs) → Benchmark 2018

3 Transparency

- ▶ Public accessible
- ▶ Public engagement

4 Ease Service

- ▶ Informative and Digital Base
- ▶ (Information linkage → Digital ID Data Analytic)
- ▶ Creative and Easy Services
- ▶ Customer Oriented Services

-Security
-Realliability

