

# ICPS newsletter

## Feedback should help ICPS to meet clients' needs

At the end of 2000, the International Centre for Policy Studies asked its clients who received the set of ICPS regular publications to participate in a survey on meeting their needs and possibilities for improving the quality of our publications. We received 432 answers. We are grateful to all our respondents for their co-operation. The survey findings will be used for developing ICPS marketing strategy, aimed at constant and absolute satisfaction of our clients' needs-----

We asked our clients to complete a questionnaire pursuing the following objectives:-----

- determine to what extent the offered set of publications in general, and specific publications, suit clients' needs;-----
- define weak points in publication content and format;-----
- clarify topics of interest for our clients and deserving of more attention in the future;-----
- determine clients' needs regarding conceptual issues (forecast horizon, publication format).

Figures 1 and 2 show a general evaluation of ICPS publications and the degree of usefulness of individual publications.

The assessments of specific publications in the ICPS package are very valuable and informative for us. We will use this information in our future publication strategy.

### Quarterly Predictions

The majority of our clients (70 percent) evaluated the professional level of *Quarterly Predictions* chapters in which they are experts as "high, with a lot of new ideas there"; 29 percent of respondents determined it as having "no mistakes but no new ideas"; only 1 percent of ICPS clients believe that the level of QP analysis is "low, with a lot of mistakes". Figure 3 shows how our clients evaluated the usefulness of certain chapters of *Quarterly Predictions* for them.

According to the majority of respondents (57 percent), 1 year is the most suitable horizon for economic growth forecasts; 15 percent of respondents preferred 2-year forecast horizon, while 13 percent wanted to get forecasts for 5 years. Thus, most of our clients are interested in short-term economic forecasts.

We also asked our clients to determine what *Quarterly Predictions* does for their work. 62 percent of respondents answered that they used this journal as a source of independent analysis of the state of the economy. For 40 percent of our clients participating in the survey, *Quarterly Predictions* is a source of data, and for 37 percent of respondents, QP is a source of macroeconomic forecasts.

### ICPS Newsletter

38 percent of clients who completed the questionnaire read every issue of the *ICPS Newsletter*; 33 percent of respondents read the majority of issues.

Figure 1. Overall evaluation of ICPS publications percent of respondents

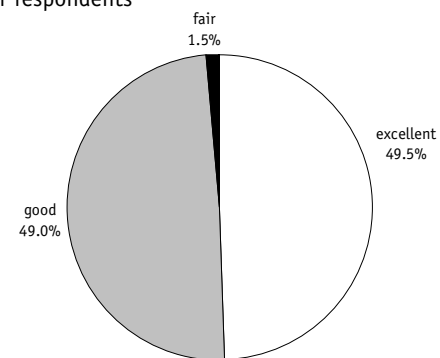


Figure 2. The degree of usefulness of specific publications percent of respondents

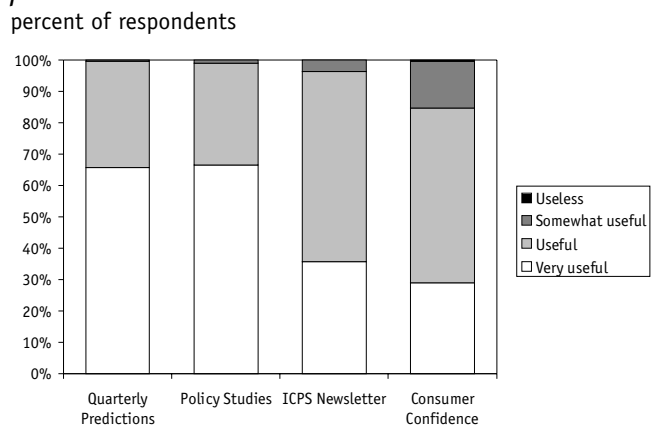
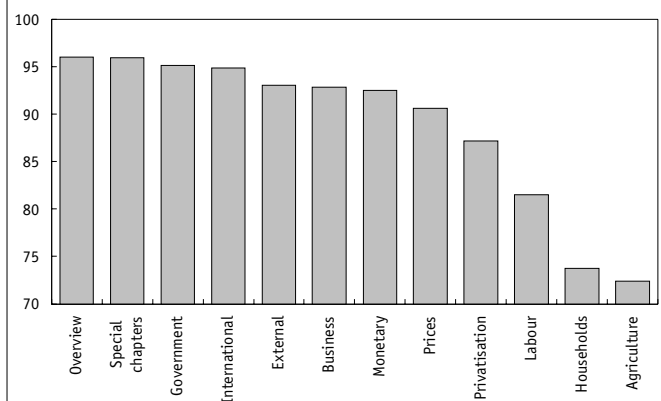


Figure 3. The usefulness of specific chapters of "Quarterly Predictions"

percent of respondents who evaluated every chapter as "very useful" or "useful"



## Last week

**ICPS project presents good example of applying new paradigm of technical assistance.** A presentation of the Creation of Policy Analysis Groups and an Information Resource Centre in the Government of Ukraine project (see *ICPS newsletter* #62, dated 24 April 2000) was held on 2 April. This project is the result of a joint initiative of the International Renaissance Foundation and the International Centre for Policy Studies. The program is funded by the International Renaissance Foundation to fulfil its Cooperation Agreement with the Cabinet of Ministers of Ukraine. Project consultation is carried out with the support of the Canadian International Development Agency. The training program involves interns from the Government Secretariat of Ukraine, Ministry of Economy, Ministry of Finance, and Presidential Administration of Ukraine.

The goal of the project is to introduce public policy principles in the work of Ukrainian government institutions. The main objective is to increase the institutional capacity of the Ukrainian government to develop public policy in the realms of democracy and a market economy.

In the framework of the training program and pursuant to their individual work plans, public officials gain international experience in organising the decision-making process and study the internal features of government analytical work in the most developed countries. They acquire skills in policy analysis, strategic planning, policymaking management and coordination, and public consultation.

Project features are the following:

- It is carried out by Ukrainian government officials, with consultations provided by international experts.
- Project outputs are produced by government officials and applied in their daily work activities.
- Resource Centre has been established in the government to provide analytical and informational support for decision making;
- Project outputs are to be shared with other government and regional institutions.

These features reflect a new paradigm of international technical assistance. While, earlier, Western consultants provided assistance to Ukrainian public officials in the form of already-made policy recommendations, the new paradigm is oriented on creating the institutional capacity of the government to effectively develop public policy itself under conditions of transparency and reconciling a large amount of legitimate opposing interests. Such an approach guarantees the emergence of new procedures and standards, which will remain in force after the project completion.

The project helps to improve government effectiveness in Ukraine. According to the Government Secretary, Viktor Lysytsky, over the last year, transparency of government activity was increased: today, virtually all stakeholders seeking influence on the policy process can do this and have the needed tools. At the constantly updated website of the Cabinet of Ministers, everybody can read the agendas of government meetings, document drafts, and information on adopted decisions.

Deputy Minister of Economy Ihor Shumylo noted that thanks to this project, the Ministry of Economy has been changing its approach to work. For example, the ministry has introduced new procedures for developing government documents, where public officials working in the ministry use new document formats to ensure that different public interests, alternative decisions, and their effects on society are considered.

All participants emphasised the importance of this project for public governance reform in Ukraine and the necessity to carry it out in other ministries and regions.

For more detailed information about this project, please contact Volodymyr Nikitin, ICPS project manager, tel.: (380-44) 463-5974, e-mail: [vnikitin@icps.kiev.ua](mailto:vnikitin@icps.kiev.ua).

42 percent of the *ICPS Newsletter* readers consider that the publication contains too few articles by ICPS experts on important issues. About a quarter of the clients using the newsletter in their work noted the lack of interviews with ICPS partners.

Respondents have different views on how often the *ICPS Newsletter* should come out. 39 percent of respondents want to receive it weekly; according 28 percent, the newsletter should come out biweekly; and 32.5 percent said that this publication should be monthly.

## Policy Studies

The most optimal format of *Policy Studies* for 44 percent of respondents is several research pieces (articles) on one topic; 37 percent of clients want to read several articles with various topics in one issue of *Policy Studies*; and the format of one study per publication suits 19 percent of respondents. These results demonstrate that most clients are interested in different views on key aspects of state policy.

We received a lot of clients' proposals to provide articles for publication in *Policy Studies*; in general, there were 189 positive answers regarding the possibility of such co-operation in various spheres.

## Consumer Confidence

42 percent of clients participating in the survey use the consumer confidence index, which is jointly calculated and evaluated by GfK-USM Company and the International Centre for Policy Studies. At the time of survey (conducted in December 2000), only two issues of the newsletter had come out, that is why some clients did not manage to assess this ICPS publication.

38 percent of *Consumer Confidence* readers use it to evaluate the effectiveness of government policy, 29 percent for macroeconomic forecasting, and 12 percent for marketing purposes.

According to 45 percent of respondents, the consumer confidence index should be calculated every quarter, as it is currently done; 40 percent prefer monthly periodicity.

## Clients' suggestions

Many clients noted that they needed publications containing regular research on regional economy. Among the proposals regarding research topics, the subject of the energy sector was one of the most popular.

One of the questions raised was about the necessity to renew the business confidence survey, the results of which were published in *ICPS Business Opinion Review* during the period from June 1998 to January 2000; 67 percent of respondents gave a positive answer, while 25 percent were not familiar with this survey. At the beginning of 2000, ICPS had to temporarily halt the regular survey of business activity, as we were not able to maintain the high quality of this research due to financial causes.

We will surely take into account the suggestions of our clients, as our financial resources permit. In the future, we will try to conduct regularly such surveys of clients' needs and of how our products meet these needs. We expect that decisions made on the basis of the survey findings will improve the quality of our services. ■

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