

## Summary

### ADB Information Policy and Strategy

1. In response to a growth in ADB's activities, advances in technology, and the spread and diversification of communication channels, ADB approved the Information Policy and Strategy on 26 August 1994. The document states that ADB's information *policy* supports the Bank's strategic agenda and objectives, and that the information *strategy* is based on the messages that ADB intends to convey, the target audiences, and the modes of delivery it deems relevant to use.
2. The information *policy* is guided by eight statements supporting proactive dissemination of information geared toward raising public awareness of ADB operations and development issues in the Asian and Pacific region. One statement declares that ADB "will operate as an open, accessible institution, and disclose information except when it might be perceived to affect adversely the interests of its member countries or the sponsors of its private sector projects."
3. The information *strategy* identifies four priority messages: 1) Fostering economic growth on a sustainable basis in the Asian and Pacific region through ADB is in the interest of all member countries; 2) ADB fulfills an essential development role; 3) ADB is a catalyst for economic and social change; and 4) ADB fosters regional and subregional cooperation. The information *policy* calls for the *strategy* to be updated from time to time.
4. The document identifies the Information Office (now Office of External Relations) as the focal point of all ADB public information activities. It also describes the basic functions of this office, the roles of other departments and offices, and the implications of the Information Policy and Strategy for ADB.