TaCT

A Community of Practice for Transparency and Communication in Tax

Innovative approaches to taxpayer education and strengthening voluntary tax compliance

20 JANUARY 2027 | 14:00 (CET) | MS TEAMS | EN | FR

The Addis Tax Initiative (ATI) has established TaCT, a Community of Practice for Transparency and Communication in Tax, as a platform for professionals working in communication, transparency, digital engagement, and taxpayer services in tax administrations. The CoP aims to strengthen transparency and communication practices through peer learning, knowledge exchange, and practical collaboration. TaCT builds on the importance of public trust for effective domestic revenue mobilisation, and the role that transparency, clear communication, and taxpayer engagement can play in strengthening trust and encouraging voluntary compliance.

TaCT aims to provide a space for members to exchange experiences, discuss common challenges, and share practical approaches. Its activities will be shaped by members' interests and needs, with a focus on practical examples, interactive discussions and peer learning.

The first TaCT meeting will focus on **innovative approaches to taxpayer education and strengthening voluntary tax compliance**. Madagascar will present two initiatives: *Harenasoa*, an animated educational programme introducing children to civic and tax concepts, and *Hainao ve?*, which uses educational leaflets and short videos to provide accessible information on tax procedures, taxpayer rights and obligations, and the use of tax revenue. The Uganda Revenue Authority will present how it used a social media exchange around a high-profile concert rivalry between two popular musicians to draw attention to tax obligations in the entertainment sector. By responding in real time and using local language and humour, URA generated public attention and opened a conversation about tax on concert and performance income. The presentation will also show how this reflects URA's wider use of popular culture in communicating tax matters to the public.

The presentations will be followed by an open discussion and an opportunity for members to exchange experiences and reflect on different approaches to taxpayer education and engagement.

As this meeting also marks the launch of TaCT, it will include a discussion on the CoP's coordination and future activities. Members will be invited to express their interest in joining the coordination group as an additional coordinator, and to share their priorities regarding future topics, formats, and opportunities for collaboration.

Agenda

Time	Item	Responsible
14:00 – 14:10	Welcome and introduction to TaCT	***Cuba Houghton***, Global Research Coordinator, International Budget Partnership (IBP) ***Imiangaly Randrianomanana***, Head of the Tax Morale Promotion and Communication Department, DGI Madagascar
14:10 – 14:25	**Innovative approaches to taxpayer education: *Harenasoa* and *Hainao ve?***	***Imiangaly Randrianomanana***
14:25 – 14:40	**URA's use of popular culture in taxpayer education and engagement**	***Rytter Muzira Kizza***, Manager, Public Relations & Communications, and Deputy Spokesperson at the Uganda Revenue Authority (URA).
14:40 – 15:10	Q&A and open discussion	All
15:10 – 15:25	TaCT coordination and future activities	***Cuba Houghton***
15:25 – 15:30	Closing and next steps	ATI Secretariat

To join TaCT, please contact irene.reguilondelpeso@giz.de