

# Public-Private Dialogue

## DEFINING A STRATEGY

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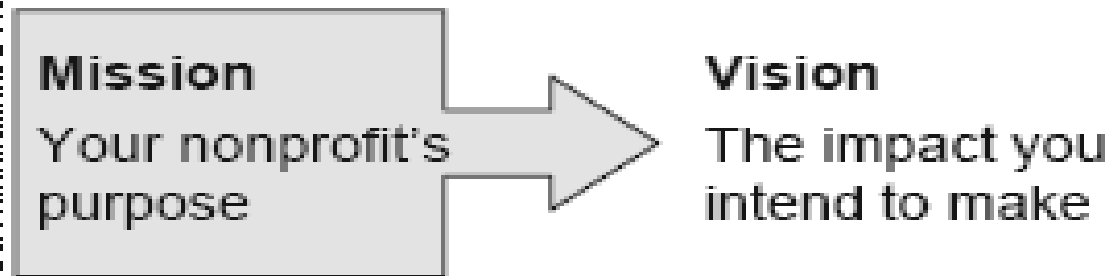
**THE WORLD BANK**

## DEVELOPING THE PLAN - VISION

- What is the PPD's vision of excellence
- Has to be realistic and not something impractical
  
- A vision statement tells us where we are going.
- Describes the ideals and values we represent.
- Paints a picture of our dreams and aspirations.

## DEVELOPING THE PLAN - MISSION

- Core purpose of the PPD
- The mission statement describes how we will get to our vision.
- This statement describes what we want to achieve, who we are, and how we will execute to achieve our vision of the future.
- Presented in a clear, short statement that focuses on attention in one clear direction by stating purpose of the group's uniqueness.



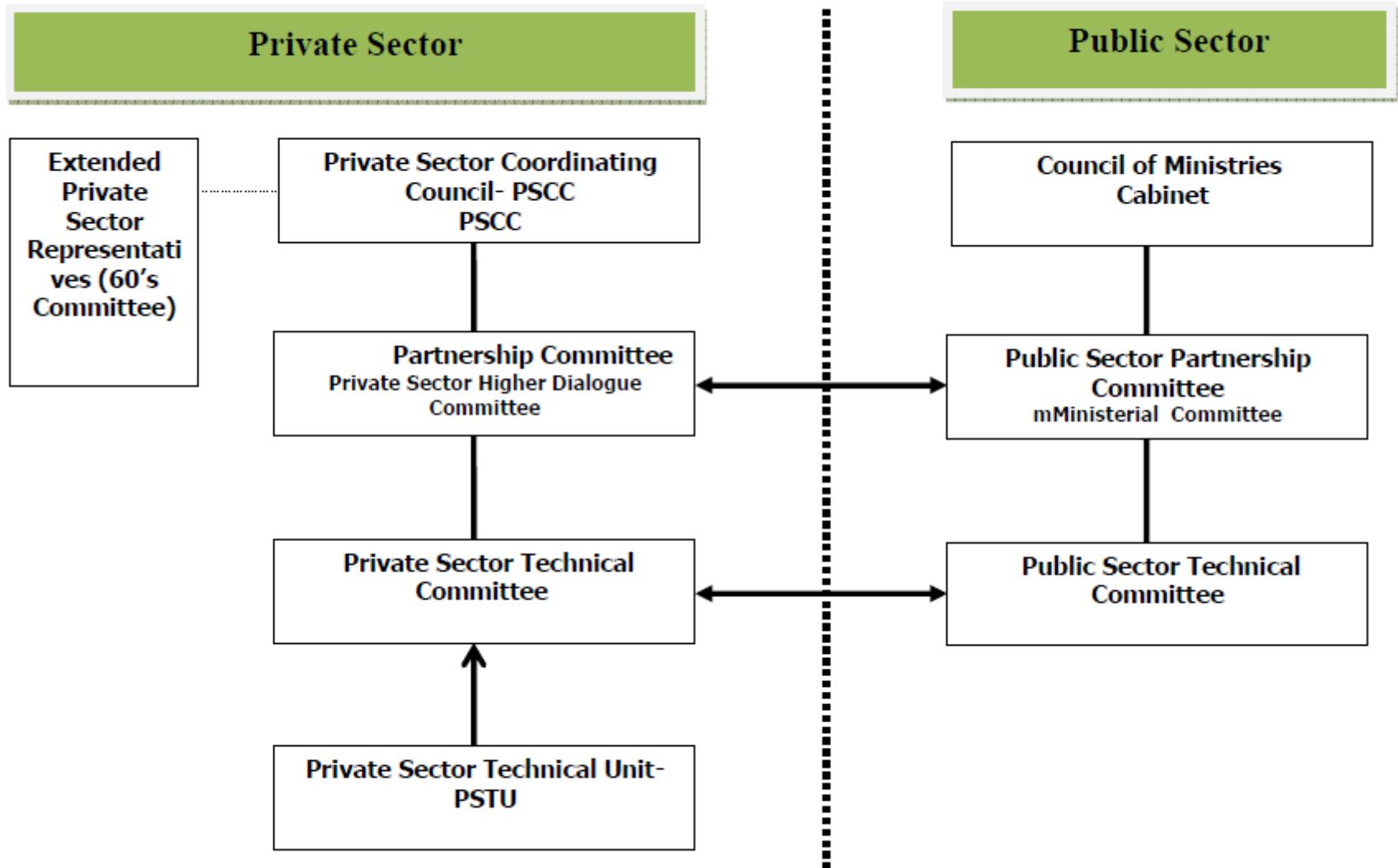
## GROUP ACTIVITIES

- Each table is assigned a strategic direction.
  - Envision where you want the PPD to be in [XX] years (ideal state) for this strategic direction.
  - List activities
  - Prioritize for calendar year
  - What outputs do we have by end of calendar year
- For YEAR xxx activities
  - Assign who is responsible
  - Budget

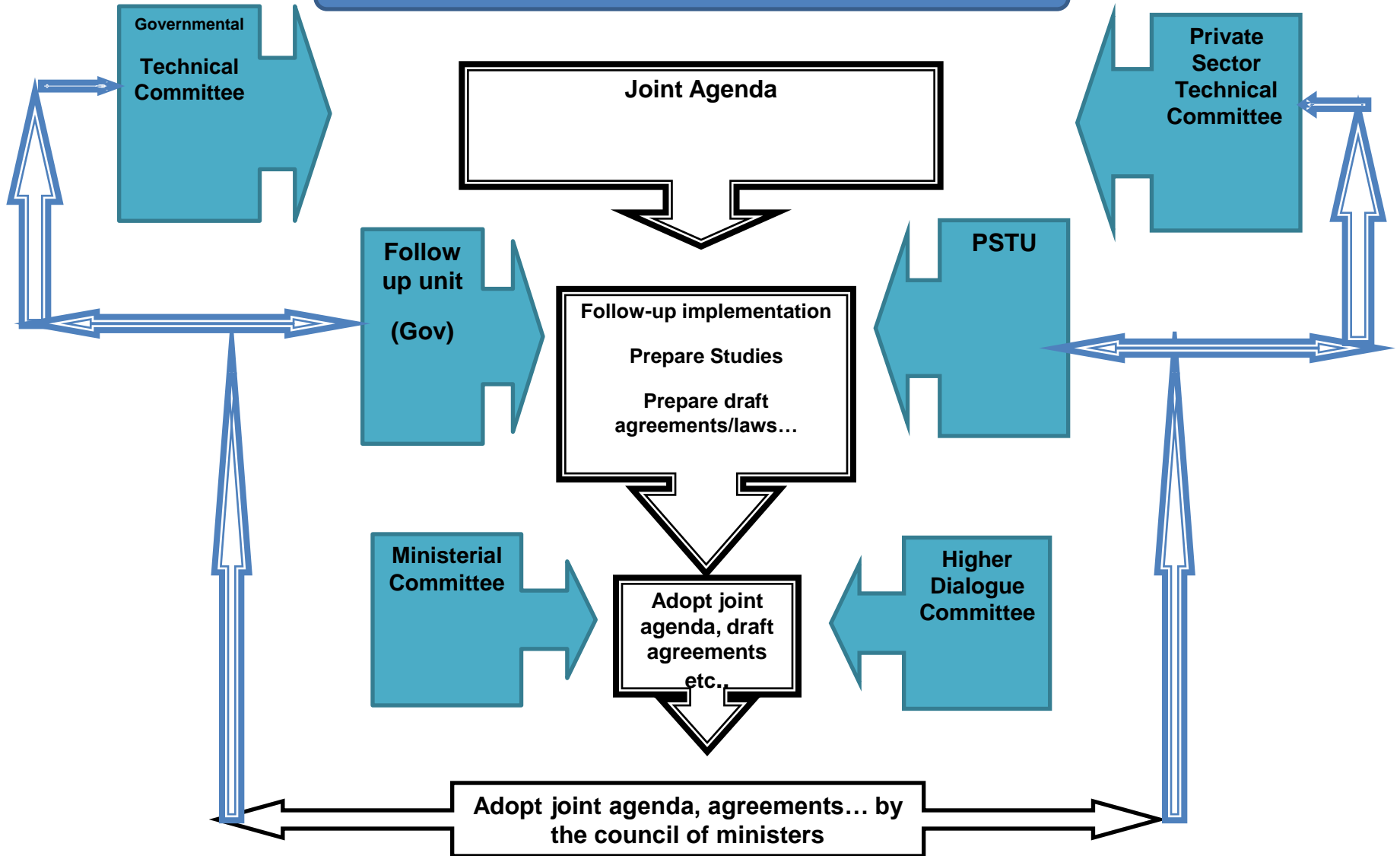
## *Note for the PPD trainer*

- *Provide background before discussion*
- *Reminding participants of the structure, achievements, challenges of the PPD is often useful so the discussion on strategy is evidence-based*
- *The following slides are examples*

# EXAMPLE - Public Private Dialogue

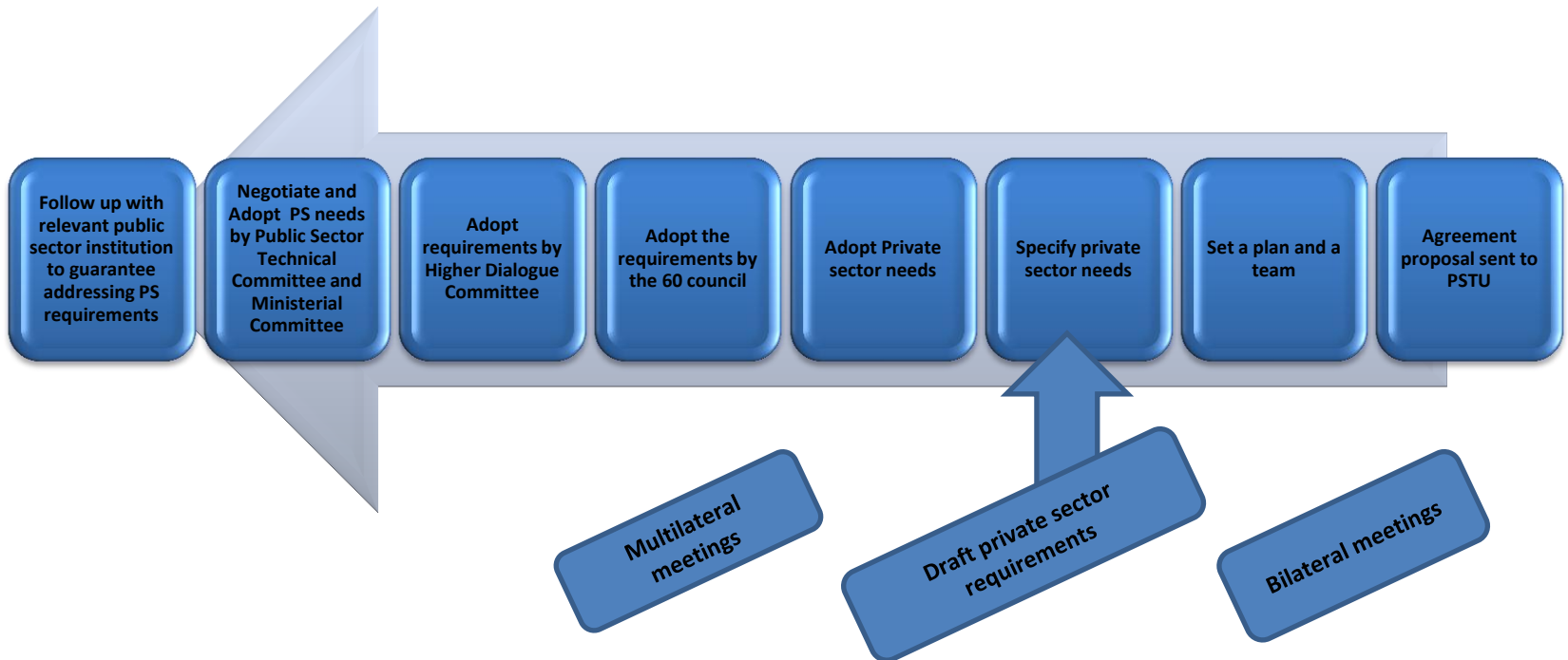


# COORDINATION - EXAMPLE



# REFORM PROCESS / PS AGENDA

towards effective Private Sector engagement in planning, formulating policies and implementation



(Source: PALTRADE)



# SWOT PPD

## STRENGTHS

- Donors support the reform agenda
- Unified PS voice
- Many reforms achieved
- A platform for PS and Gvt to engage
- Legitimacy
- Efficient process at the beginning
- Capacity for position papers
- Political Will (at times)
- Healthy platform
- Mandate / framework / structure (technical units, relevant stakeholders)
- Annual reform agenda
- Clear framework for communications

## OPPORTUNITIES

- New government
- Political will (cyclical)
- Private sector participating in board of public institutions (institute of standards, etc)
- US foreign policy
- Donors' support for PPD
- 4<sup>th</sup> High Level PPD Conference

## WEAKNESSES

- Institutionalization of PPSCC (GIZ document not endorsed)
- Governance (election board members, Chairman)
- Representativeness
- Overlapping role of PS organizations
- Oversight of the role of PPD in peace building process
- Rotating Secretariat PS side
- No Secretariat GVT side (MONE) – lack of leadership
- Limited communications
- No M&E framework
- No Sector working groups
- Could do more to attract FDI
- Financial sustainability
- No follow up
- Don't build on existing studies to form the agenda

## THREATS

- Parliament non active
- Fail to secure high level commitment (ministerial level)
- Full cycle of PPD not tested
- Competing PPDs (Competitiveness council, Local Economic Development Councils)
- LITE Council (tripartite committee on labor issues)
- Reforms space limited
- New government
- Donor driven (NEDPI in 1999, NEDP II in 2003, NEDP III in 2008)

## RECOMMENDATIONS FROM PPD STUDIES

- [text]
- [text]
- [text]
- [text]
- [text]
- [text]

## VISION AND MISSION FOR THE PPD

**Vision:** ?

**Mission:** ?

*[The following slides are examples – please replace text]*

## VISION AND MISSION [PRIVATE SECTOR ORGANIZATION]

**Vision:** To represent a communicated and coordinated unity among XXX private business organizations regarding the economic and social development process in XXXX.

**Mission:** Coordinating our efforts towards achieving a more stable, enabling and encouraging environment through sharing and partnering positions and views with the government and through activating the economic accountability of the public institutions.

## OBJECTIVES

- **Coordinating** properly among private sector organizations to ensure a high degree of integration, maximizing efforts and resources, minimizing overlapping and eliminating any source of conflict.
- **Partnering** with public institutions in economic policy making issues, laws and regulations, trade agreements and other economic actions that harm the private sector work.
- **Placing a platform** for advocating the interests of the private sector and conducting accountability activities and sessions with the government.
- **Networking and coordinating efforts** with other organizations at the national level for the general public common interests and benefits.

## **STRATEGIC PLANNING PROCESS**

### **– Strategic directions**

- specific elements that effect our ability to accomplish the mission are identified.

### **– Goals**

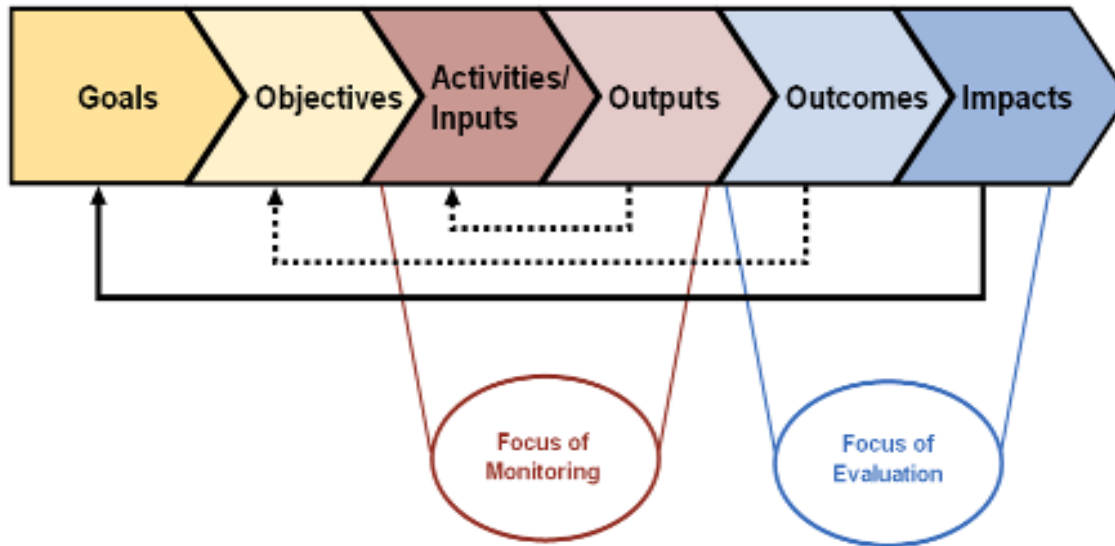
- Identify long-term outcomes to provide focus for the planning process

### **– Objectives**

- Identify specific, measurable results produced while implementing strategies.

# THE RESULT CHAIN

## The logical framework



What resources are used?

What is done?

What is produced or Delivered?

What do you wish To achieve?

What long term change are you aiming at?

inputs

activities

Outputs

outcomes

Impact

# EXAMPLE: SIMPLIFY BUSINESS REGULATIONS

What resources are used?

What is done?

What is produced or Delivered?

What do you wish To achieve?

What long term change are you aiming at?

## inputs

- Trainers
- Participants
- Funds

## activities

- Train officials
- Launch media Campaign
- Mapping exercise

## Outputs

- 100 pax trained
- 15 media inserts
- mapping report
- Increased Awareness
- 3 drafts regulations

## outcomes

- Faster, cheaper Registration of Firms
- Indicators: regul. Enacted
- reduced # steps

## Impact

- Increased number of Registered firms
- Increase in # jobs

Human resources  
Financial resources  
Material resources

training/ events  
campaigns  
hiring consultants

Products  
Recommendations  
Plans  
Studies/Reports  
Legislations drafted

Change in knowledge and/or behavior  
Improved practices  
Increased services  
legislation passed

Increased sales  
Increased employment  
Increased profitability



Level of indicators	Typical examples	Business Environment Examples
<b>Inputs/ Activities</b>	<ul style="list-style-type: none"> <li>▪ Human resources</li> <li>▪ Financial resources</li> <li>▪ Material resources</li> <li>▪ Training</li> </ul>	<ul style="list-style-type: none"> <li>▪ Training for officers</li> <li>▪ Awareness events for stakeholders</li> <li>▪ Mapping exercises</li> </ul>
<b>Outputs</b>	<ul style="list-style-type: none"> <li>▪ Products</li> <li>▪ Recommendations/Plans</li> <li>▪ Studies/Reports</li> <li>▪ Legislations drafted</li> </ul>	<ul style="list-style-type: none"> <li>▪ Mapping reports</li> <li>▪ Press releases</li> <li>▪ Written inspection reports</li> <li>▪ Awareness of various audiences</li> <li>▪ Training for stakeholders</li> <li>▪ Legislative drafting</li> </ul>
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>▪ Change in knowledge and/or behavior</li> <li>▪ Improved practices</li> <li>▪ Increased services</li> <li>▪ legislation passed</li> </ul>	<ul style="list-style-type: none"> <li>▪ Positive client feedback</li> <li>▪ Reduction in number of steps, time and cost in a process</li> <li>▪ Increasing use of mediation center/one-stop shop</li> </ul>
<b>Impact</b>	<ul style="list-style-type: none"> <li>▪ Increased sales</li> <li>▪ Increased employment</li> <li>▪ Increased profitability</li> </ul>	<ul style="list-style-type: none"> <li>▪ Increased formalization</li> <li>▪ Increased exports/imports</li> <li>▪ Sustainability of mediation center / one stop shop</li> <li>▪ % increase in municipal revenue</li> </ul>

## **STRATEGIC DIRECTIONS - WORKING GROUPS**

- WG1 : Policies in the Workplace (incl. domestic violence, harassment, Training on policies)
- WG2: Women in Leadership (incl. mentoring, awards, board training, networking)
- WG3: Capacity Development (supply chain, SMEs, informal sector, productivity)
- WG4: Women as clients
- WG5: Laws and Regulations affecting women in the workplace

## Example – replace text

# IMPROVE THE PPD ORGANIZATIONAL EFFECTIVENESS (1)

Process Point	Activity	Action
<b>1. Mandate</b>	Finalize the vision, mission and Strategic objectives of the PPD	
	Issue a Cabinet decree	
	formulation/reassigning of the Ministerial committee	
	formulation of the PSHDC	
<b>2. Structure &amp; Participation</b>	establish secretariat in the Public and Private sector	
	establish technical sub-working groups in the areas of interest under discussion	
	Ensure inclusiveness of the PPSCC / NEDP	
<b>3. Champions</b>	mapping of stakeholders roles and responsibilities	
	get endorsement/support of stakeholders	
	Assign leaders for communication	
<b>4. Facilitator</b>	Staffing of the PSTU	
	formulating the internal regulations of the secretariat	
	action plan and RBM system	
	budget for the next 3 years	
<b>5. Outputs</b>	Revisit all studies and prioritize the needed reforms	1. Formulate different focus group meetings for each topics
		2. Conduct the different meetings
		3. Document all meetings
<b>6. Outreach and Communications</b>	Increase communication	1. prepare communication & outreach plan
		2. Get the approval of stakeholders on the plan
		3. Allocate the resources; human and financial resources
		3. Training and capacity building
<b>7. Monitoring &amp; Evaluation</b>	Enabling the partnership to better measure how the achievements contribute to reach the goal over time	1. Propose M&E effective techniques
		2. develop baseline assessment internal and external motivation
		3. Capacity building for related staff

## Example – replace text

# IMPROVE THE PPD ORGANIZATIONAL EFFECTIVENESS (2)

<b>8. Subnational</b>	Increase the PPD in different level form high level to local possible level (Decentralize decision makers)	1. Identify the PPD organizations at subnational level
		2. Integrate them with all procedures of PPD / NEPD process
<b>9. Sector Specific</b>	Encourage national products through:	
	Develop a modernization program strategy	meeting with PFI, DONORS
	establish as many sectoral working groups as needed for diversification of economy	
	Establish Working group for the modernization strategy	MONE, PFI, Paltrade, PPSCC
	organize the internal market	meetin with internal market org.comm. [gvt-PS under NEDP]
	to clean our markets from imported products	meeting with ps.org. and NGOs awareness raising with NGOs
<b>10. Investments</b>	Establish working groups on stone and marble sector , ICT , Pharmatical industry , agroindustries, tourism, textile and leather [based on export strategy]	
	Access to new markets	trade agreements.
	Modify investment promotion law	ppd
<b>11. Peace building</b>	encourage investment in ....	ps, ppd, donors
	ENCOURAGE SME's , FDI, Enterpreneurship	
<b>12. Development Partners</b>	Contribute to elaborating a new protocol, cooperation in standards , facilitate access of goods and people through the ports	joint comm.
	Participate in discussions to ....	PS. Conferences, NGOs, awareness Campaign, Advocacy
	Negotiate to allow dual use raw materials	
	Negotiate to allow investment in.....	
	World Bank	
	Engage with UK aid, AFD, GIZ , BTC, JICA, USAID, Islamic Development Bank	
	have a seat at the Donor Coordination table	

*Example – for each of the working group*

## ACTIVITIES PILLAR 1 – [NAME OF WORKING GROUP]

- **Objective**
  - [Text]
- **Develop policies and actions:**
  - [Text]
- **Partnerships**
  - [Text]