

The TCCIA Advocacy Process
Public-Private Dialogue
A Guide to Effective PPD

Chamber Management Training Workshop
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The PPD Component of Advocacy

- Advocacy = Informing government decision-making
- The need for confidence building and trust
- Constructive engagement to achieve a common societal agenda and development vision

Building Relationships

- **With Government**
- **With Other Civil Society Organizations**
- **With the Media**
- **With the Public**

Building Relationships with Government

- **PPD – Public-Private Sector Dialogue Conferences**

The PPD is an event for building relationships. It is not an event where specific advocacy issues are discussed. The PPD changes the relationship between public and private sectors from one of mistrust to one of respect. Specific advocacy issues are dealt with through follow-on advocacy initiatives.

- **Regular visits to Government offices to get information – BRELA, RTO, MTO, etc.**

PLANNING THE PPD

Objectives of the PPD

- **To strengthen the working relationship between the public and private sector**
- **To build understanding in the public and private sector of the necessity and benefits of public private dialogue.**
- **To create an environment of mutual trust between Private and Public Sectors**
- **To foster understanding of advocacy as a continuous process**
- **To establish a regular forum for dialogue at the local level – it should meet at least once a year**

PLANNING THE PPD

Participant List

Public sector (Key regional and district officials)

**All regional heads – RC, RAS, RTO, RPC, RPO, RAO, TRA,
TANESCO, RMO**

**District – DC, DED, DAS, DTO, MPs, Chairs of Councils
(Municipal and local)**

Involve public sector also in identifying participants

PLANNING THE PPD

Participant List

Private sector – key stakeholders

- **All BAs in region**
- **Potential members (companies)**
- **Cooperative unions**
- **Subsectoral representation**
- **Other CSO – trade unions**
- **Key institutions, including universities and think tanks**

Number of participants – Max 50, target 40-50

Mix of Public and Private - 50-50 or 1/3 to 2/3

PLANNING THE PPD

Invitations

- **Clearly define objectives of PPD**
- **Adequate time to send out in advance**
- **Send reminders**
- **Who invites whom – depends on regional environment/politics (public to public, private to private)**
- **Route invitations through regional gov't – chain of command/protocol (depends on practices)**
- **Pres. of TCCIA sent letter to RCs**
- **Coordinated by Coalition of BAs, TCCIA as host**
- **Length – 1 page + Agenda**

PLANNING THE PPD

Delivering Invitations

- **Personal visits before – relationship building**
- **If possible, deliver personally**
- **Sending the invitations**
- **Describe event, reason for event**
- **Indicate sponsors**
- **Flexible, depends on resources**
- **Make terms of attendance clear – if they have to pay their own way, no per diem, etc.**

PLANNING THE PPD

Agenda

- **Opening – by Guest of Honor (RC, Chairman)**
- **Topics – relevant to theme – Success stories – told by good storytellers**
- **Presenters –both from public and private sectors (maximum of 2 papers from each = maximum of 4 papers) – keep presentations short and sweet, allow time for discussion**
- **Master of Ceremonies – LCC is host, TCCIA should MC**
- **Rapporteurs – Very Important**
- **Length – max 8 hours, less is better**
- **Selecting the day – P-P agreement, if possible, arrange around the RCC (cost sharing – public sector pays to get public officials to regional center), not same day, day after RCC or, if the RCC is 2 days, have it in the middle, between the first and second day**

PLANNING THE PPD

Membership recruitment strategy

- **Plan to recruit members at the PPD – Controversial because coalition of BAs is involved**
- **All LCC members must think about recruitment strategy**
- **All LCC members put out membership forms and brochures at PPD registration desk, at back of hall, and reception**
- **Brochures give profile of each BA and how to become a member**

PLANNING THE PPD

Reception

Objective – Membership Recruitment, Relationship Building

Same ratio of P-P

Number of participants: Target 70-80

PLANNING THE PPD

Number of Planning Meetings

- **Full LCC meets twice**
- **TCCIA meets more often**
- **Committees - divide work load – report to EO of TCCIA (schedule defined in action plan)**

PLANNING THE PPD

Venue

- **Convenient, accepted**
- **PA System – essential**
- **Menu – lunch, tea breaks**

PLANNING THE PPD

Budget

- **Model template**
- **If donor – need clear guidelines**
- **Total Cost depends on:**
 - **Level of PR/marketing**
 - **Whether transport and per diem for out-of-town public officials/private sector participants is or is not included (cost sharing)**

PLANNING THE PPD

Action Plan (Activity Timeline)

- **Model - General vs. detailed**
- **Detailed model includes committee reporting schedule**

PLANNING THE PPD

Media Coverage

- Identify media available
- Press release – use model – 2-3 days before event, and the morning of event
- Day after event – press communique
- Press conference – immediately after event – outcomes of conference
- Radio, TV coverage, Journalists – invite to conference – pay for their attendance
- Get video coverage – take tape and press release to TV station – they will run it for a nominal fee (explore this first)

PLANNING THE PPD

Coalition Partners (LCC)

- **Start early to build coalition – include all stakeholders**
- **Role – help in planning the PPD and participate (can even be Chair of LCC)**
- **In invitation, indicate PPD is put on by a coalition of BAs**
- **Post list at event**
- **Acknowledge their input/contributions**

The Local Business Coalition or Local Coordinating Committee (LCC)

- The LCC is **not** a registered entity. It is a coalition of BA that are themselves registered entities.
- Commitment of LCC Members
- Agree on ground rules for attendance/ executing resolutions and assignments professionally/meeting time lines
- Each LCC sets its own guidelines governing the operations of the LCC
- **Sensitize LCC members on the importance of coalition in advocacy**

PLANNING THE PPD

Resolutions

- **Plan what resolutions you want out of the event and offer them at the PPD**
- **One resolution you should plan for is that a regular forum for dialogue be established**
- **The regular forum could be called a PPD, Regional/District Business Council, Business Forum, etc. – choice of local participants**
- **Regular forum should be held at least once a year**
- **Follow-up - essential**

PLANNING THE PPD

Strategy

- **Regional PPD first, including all districts**
- **If funds available, preferable to do district PPD also**
- **The PPD at the regional level, with district participation, was an ESSENTIAL preliminary step to future advocacy initiatives.**

PLANNING THE PPD

- **Follow-up Advocacy**
- **After the PPD, the first advocacy campaign should include as one of the issues getting representation (= ability to attend, participate in discussions, but not vote) on various local government committees, including Ward District Council, Economic Services Council, Finance and Planning Committee, etc.**
- **Especially important to get right to observe (listen but not participate in discussions) in the full council meetings.**

Challenges in Effective PPD

- **Structure**

- Is there need for a legislated PPP Policy?
- Provision for Broad Based Participation
- Is the current TNBC structure all inclusive?
- The involvement of Legislature at all levels

- **Dialogue Quality**

- Agenda generation
- Consensus on agenda
- Participants and their roles
- Meaningful and constructive dialogue

Challenges in Effective PPD

- **Role of Parliament**

- Receptive and responsive to constructive PS advocacy?
- Engage in PPD at a Structural level higher than TNBC (Legislate Tanzania National Development Council)?
- Oversight over govt activities and decisions?

Challenges in Effective PPD

- **Implementation Aspects**

- Decision making Culture to change to involve dialogue at all levels?
- Enforcement of decisions reached at Institutionalised structures to be mandatory?