

Public-Private Dialogue

Promoting Economic Development and Good Governance through Public-Private Dialogue

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(PSGG)



THE WORLD BANK

YOUR HOSTS

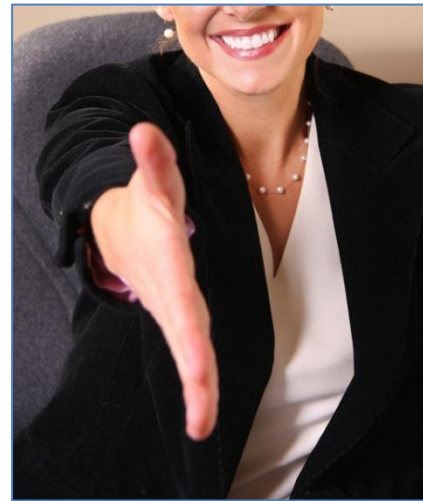
Welcome to the PPD Worskhop !



[Your Name]

[Your Title]

[few lines about your experience]



[Your Name]

[Your Title]

[few lines about your experience]

PRESENTATION

- Name, title, organization
- State one thing you would like us to know about you
- Tell us about 1 expectation from the workshop



OBJECTIVES OF THE WORKSHOP

Build capacity among PPD stakeholders on secretariat effectiveness and PPD management, advocacy and communications, monitoring and evaluation.

Outcomes:

- Understand what constitutes an effective PPD;
- Understand how a PPD operates, the resources needed, the role of a secretariat and the Steering Committee;
- Identify constraints and opportunities in establishing a PPD;
- Understand metrics to measure the effectiveness of PPD;
- Communicate about reforms and activities;
- Organize/improve the administrative work of the secretariat;
- Increase pace of reforms through evidence-based advocacy;
- Develop an initial workplan/budget for the PPD;.

DAY 1

Indicative Timings	Agenda Item
Day 1: Good practice versus Implementation Realities	
09:00 - 09:30	<ul style="list-style-type: none">- Welcome- Introductions- Videos of PPDs
09:30 - 10:30	Good Practice in PPDs versus Implementation Realities
10:30 - 11:45	Coffee Break
11:45 - 12:00	Discussion and contextualization : Redefining your PPD
12:00 - 13:00	Lunch
13:00 - 14:00	Role-play: Trade-offs and secret agendas in building a PPD
14:00 - 14:15	Coffee Break
14:15 - 17:00	Redefining your PPD: exercise and presentations

DAY 2

Day 2: Communication and M&E	
09:00 - 10:15	Outreach, communication and marketing applied to PPD programs: a framework with exercises
10:15 - 10:30	Coffee Break
10:30 - 12:00	Designing a 12-month and multi-segment campaign for each PPD represented
12:00 - 13:00	Lunch
13:00 - 14:00	Monitoring and Evaluation: the basics
14:00 - 15:00	The PPD evaluation wheel: exercise of self-evaluation
15:00 - 15:15	Coffee Break
15:15 - 16:15	Measuring the reform process: exercise of self-evaluation
16:15 - 17:00	Benchmarking your PPD - Presentation by each group

DAY 3

Day 3: Operations and Business Planning	
09:00 - 10:00	Deciding on reform criteria for prioritization, filtration and translating them into an issue submission form
10:00 - 11:00	Cost-benefit analysis: how to do and exercise (integrated with coffee break)
11:00 - 12:00	Setting up a reform tracking system
12:00 - 13:00	Lunch
13:00 - 14:30	Action and business planning
14:30 - 15:30	Budgeting (integrated with coffee break)
15:30 - 17:00	Preparing presentations for external audiences
17:00 - 18:00	Presentation from each team; Concluding remarks and next steps
18:00	Adjourn

HOUSEKEEPING

- No right or wrong answer
- Exchanging our knowledge, our experience
- No splashing
- Be on time
- Put your phone on silent mode / vibration
- Take calls during coffee breaks or outside the room



VIDEOS PPDS

- ❑ District PPD in Bangladesh – reducing trade license barriers through dialogue: [http://www.youtube.com/watch?v= DjiBm1LvD4](http://www.youtube.com/watch?v=DjiBm1LvD4)

- ❑ Improving livelihood in Cambodia:
<http://www.youtube.com/watch?v=QjJtLiTtmWA>

- ❑ Jordan Valley Water Forum:
http://www.youtube.com/watch?v=W8JXvs70q_o

- ❑ 1st Business Environment Roundtable BEE PPD at parliamentary level: <http://www.youtube.com/watch?v=LXFXLbeslew>