

Public-Private Dialogue

POLICY ADVOCACY OUTREACH AND COMMUNICATION

For Public-Private Dialogue

Benjamin Herzberg

Private Sector Engagement for Good
Governance

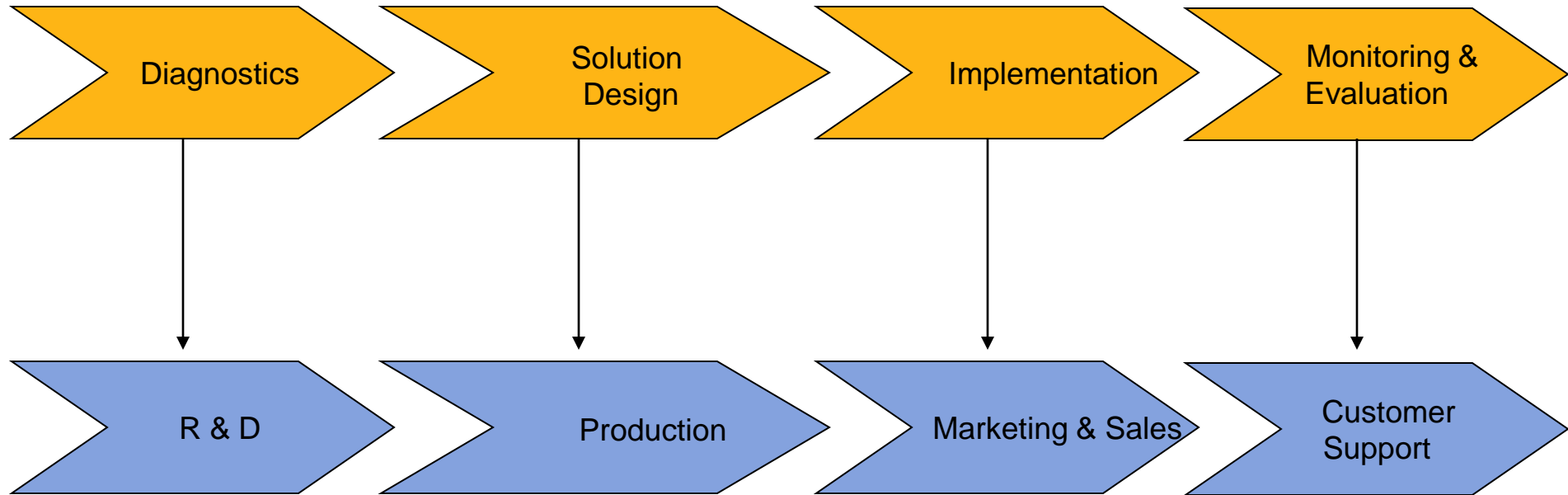
With some content/framework from
Kevin Sullivan, Steve Rabinowitz, Alan
Andreasen.

Some cases extracted from the
Strategic Communications for Business
Enabling Environment Reform, IFC
2008, Shaila Rahman, Ed.



THE WORLD BANK

BUSINESS ENVIRONMENT REFORM VS. PRIVATE SECTOR



Source: Herzberg, World Bank Group

PUBLIC SERVICE ANNOUNCEMENT

IMPORTANT EMERGENCY INFORMATION

FOR THESE COLUMBIANA COUNTY COMMUNITIES:

- EAST LIVERPOOL FIRST WARD • EAST LIVERPOOL SECOND WARD • EAST LIVERPOOL THIRD WARD
- EAST LIVERPOOL FOURTH WARD • LIVERPOOL TOWNSHIP EAST • LIVERPOOL TOWNSHIP WEST
- MIDDLETON TOWNSHIP (EAST OF 170 AND SOUTH OF TOWNSHIP ROAD 1026) • ST. CLAIR TOWNSHIP (EAST OF CANNON MILLS ROAD)

THIS INFORMATION IS IMPORTANT. DO NOT DISCARD. KEEP IN A HANDY PLACE, DISPLAY IT PROMINENTLY.





DO YOU KNOW WHAT TO DO WHEN THE ALERT SIREN* SOUNDS?

TURN ON YOUR RADIO OR TV!

*The Alert siren signal is a steady, three-minute tone. It will be used to alert of an impending natural emergency (such as a flood, tornado, or earthquake) or a man-made emergency (such as a chemical spill or a nuclear power plant emergency). If you hear the Alert signal . . . Turn on your radio or TV for instructions.

This brochure has been prepared and printed by Duquesne Light Company, in cooperation with the County of Columbiana Board of Commissioners and the Columbiana County Emergency Management Agency.

PRIVATE SECTOR COMMUNICATION



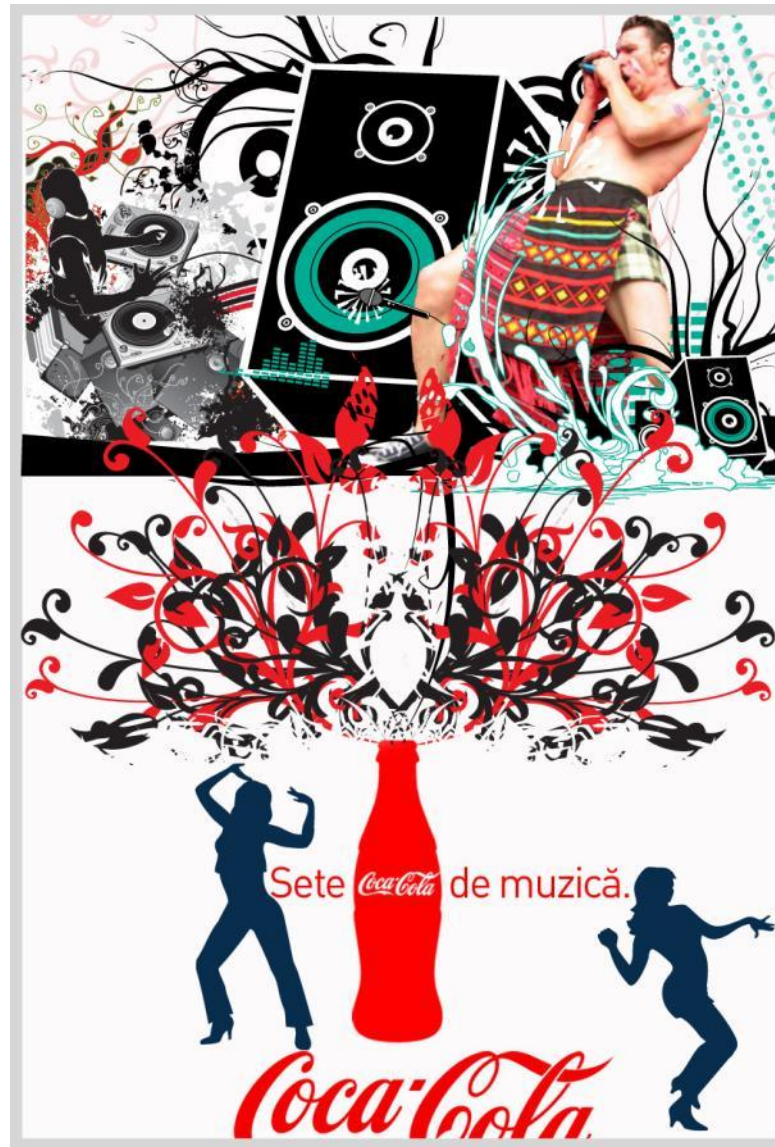
Source: Sullivan

PRIVATE SECTOR COMMUNICATION



Source: Sullivan

PRIVATE SECTOR COMMUNICATION



Source: Sullivan

GOVERNMENT THAT UNDERSTANDS COMMUNICATION

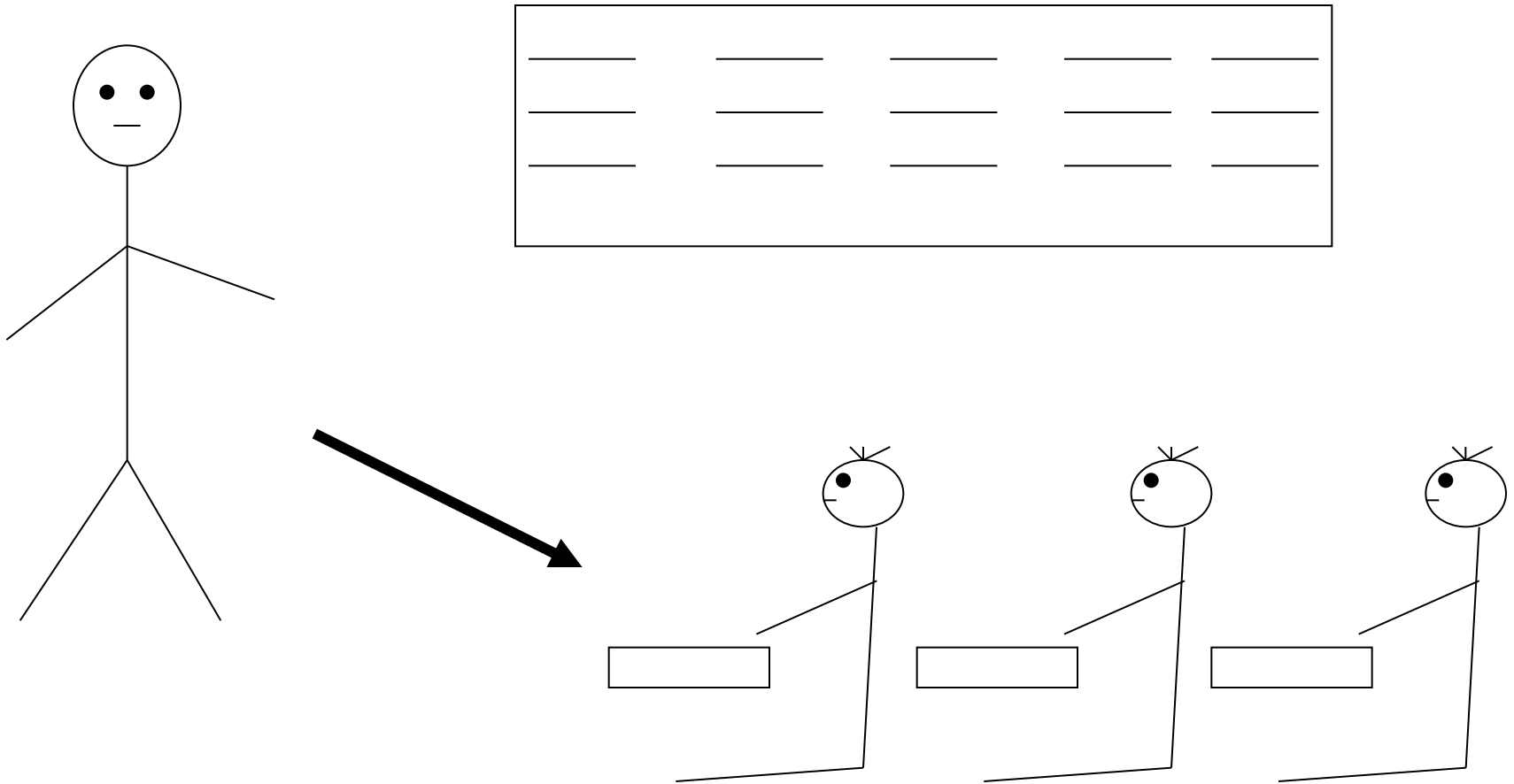


Source: Sullivan

TRANSFER OF INFORMATION

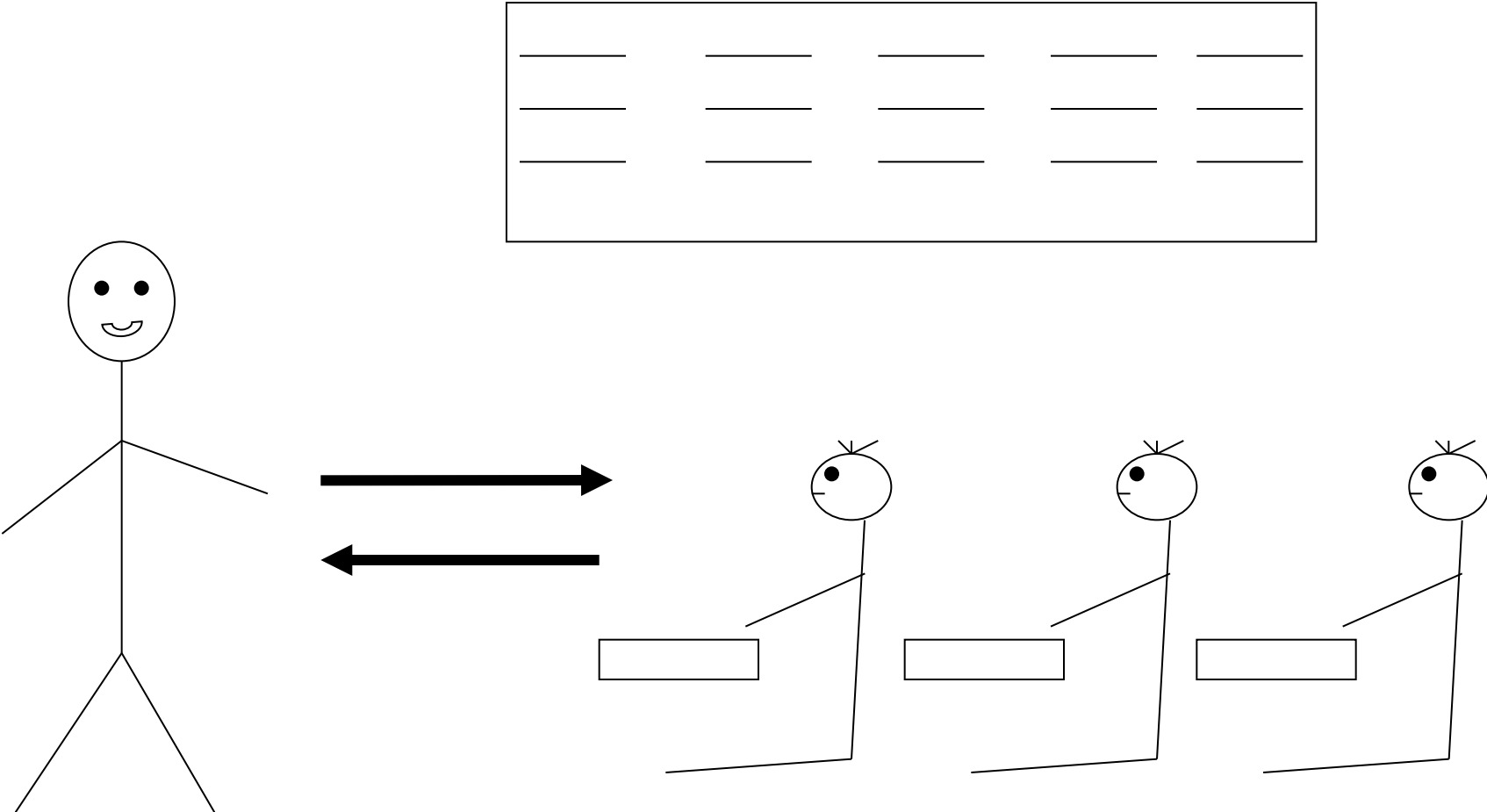
- A public institution *explains*
- A private company *sells*
- *How does your Platform transfer information?*

ONE-WAY COMMUNICATION



Source: Sullivan

TWO-WAY COMMUNICATION



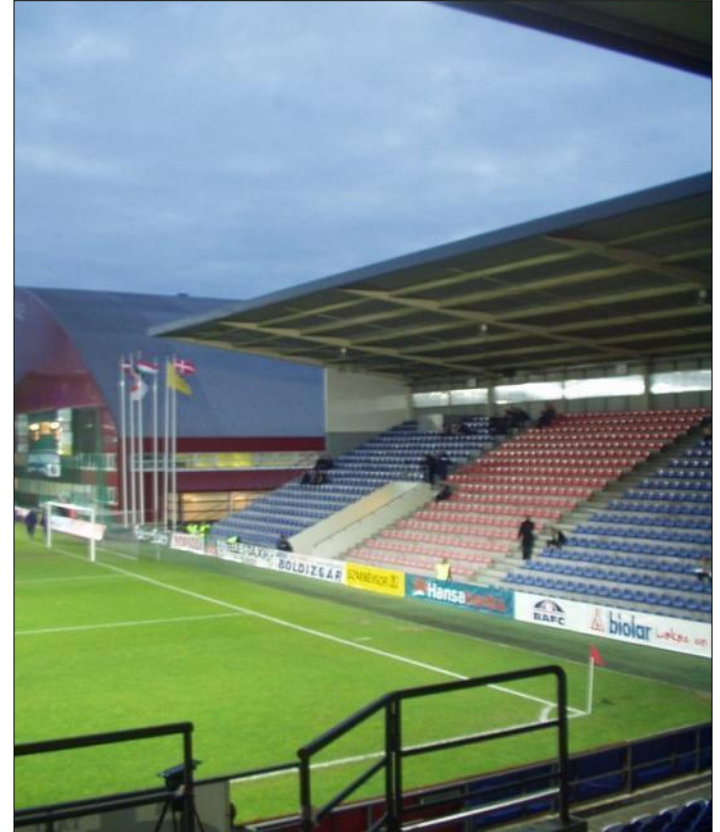
Source: Sullivan

WILL PEOPLE FOLLOW/SUPPORT?



Vs.

BUSINESS
ENVIRONMENT
REFORM



Source: Herzberg, World Bank Group

HIGH RISK OF FAILURE, HIGH BENEFIT OF SUCCESS: NEED TO GET BETTER



Source: Herzberg, World Bank Group

ADVOCACY CAMPAIGNS, STEP BY STEP

“The 5 Ds”

5. Debrief
Assess implementation and evaluate impact. Incorporate lessons into next advocacy activity.

4. Deploy
Put the plan into action and monitor



3. Develop
Identify advocacy roll-out plan: choose timing and tactics (for specific activities, create activity-specific implementation plan)

1. Diagnose

Identify objectives, articulate reform intent, assess risks and analyze stakeholders

2. Design

Identify advocacy targets and targeted messages, and define overall engagement strategy.

Source: Strategic communications for business environment reforms, World Bank Group, 2007, Rahman Ed

ADVOCACY CAMPAIGNS, STEP BY STEP

“The 5 Ds”



Source: Strategic communications for business environment reforms, World Bank Group, 2007, Rahman Ed

WHY MAPPING?

- To better target advocacy campaigns
 - Target influentials
 - Base supporters
- To weight on policy stakeholders and influentials
 - Parliament/Parliamentary Leaders
 - Administration/PM office
 - Grassroots/Stakeholders/Voters
- To understand degree of commitment
- To prepare micro-targeting

STAKEHOLDER MAPPING FOR ADVOCACY CAMPAIGNS

Issue predisposition

		For	Undecided	Against
Likelihood to care and do something	Very	A	D	G
	Maybe	B	E	H
	Not	C	F	I

**EXERCISE: 1) SELECT 1 REFORM IN 1 COUNTRY PER TABLE 2)
DISCUSS/EXPLAIN THE SITUATION AND 3) LOCATE REAL INDIVIDUAL
STAKEHOLDERS AND GROUPS OF STAKEHOLDERS ON THE MATRIX.**

Likelihood to care and do something

Issue predisposition

For

Undecided

Against

Very

A

D

G

Maybe

B

E

H

Not

C

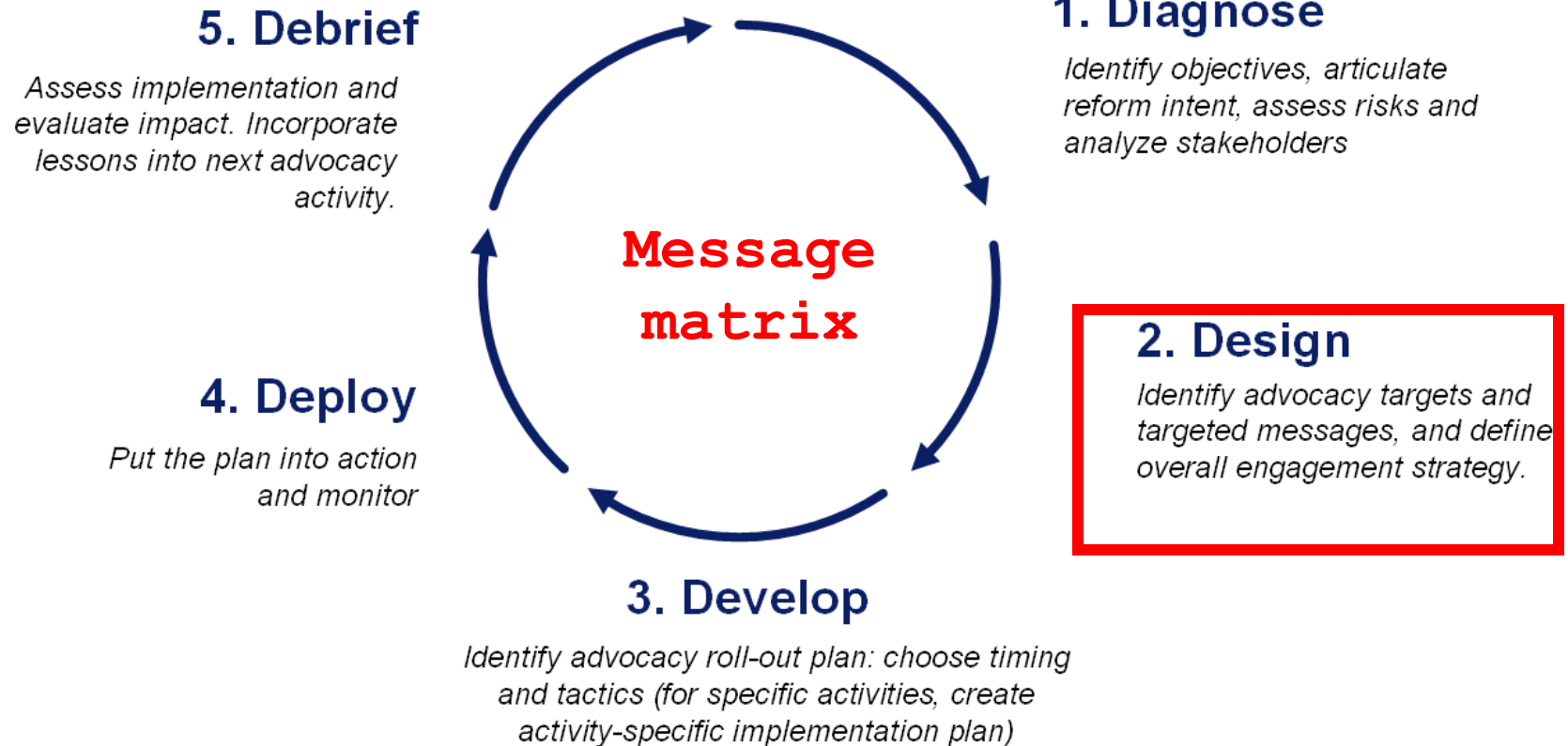
F

I

	For	Undecided	Against
Very	A	D	G
Maybe	B	E	H
Not	C	F	I

ADVOCACY CAMPAIGNS, STEP BY STEP

“The 5 Ds”



Source: *Strategic communications for business environment reforms*, World Bank Group, 2007, Rahman Ed

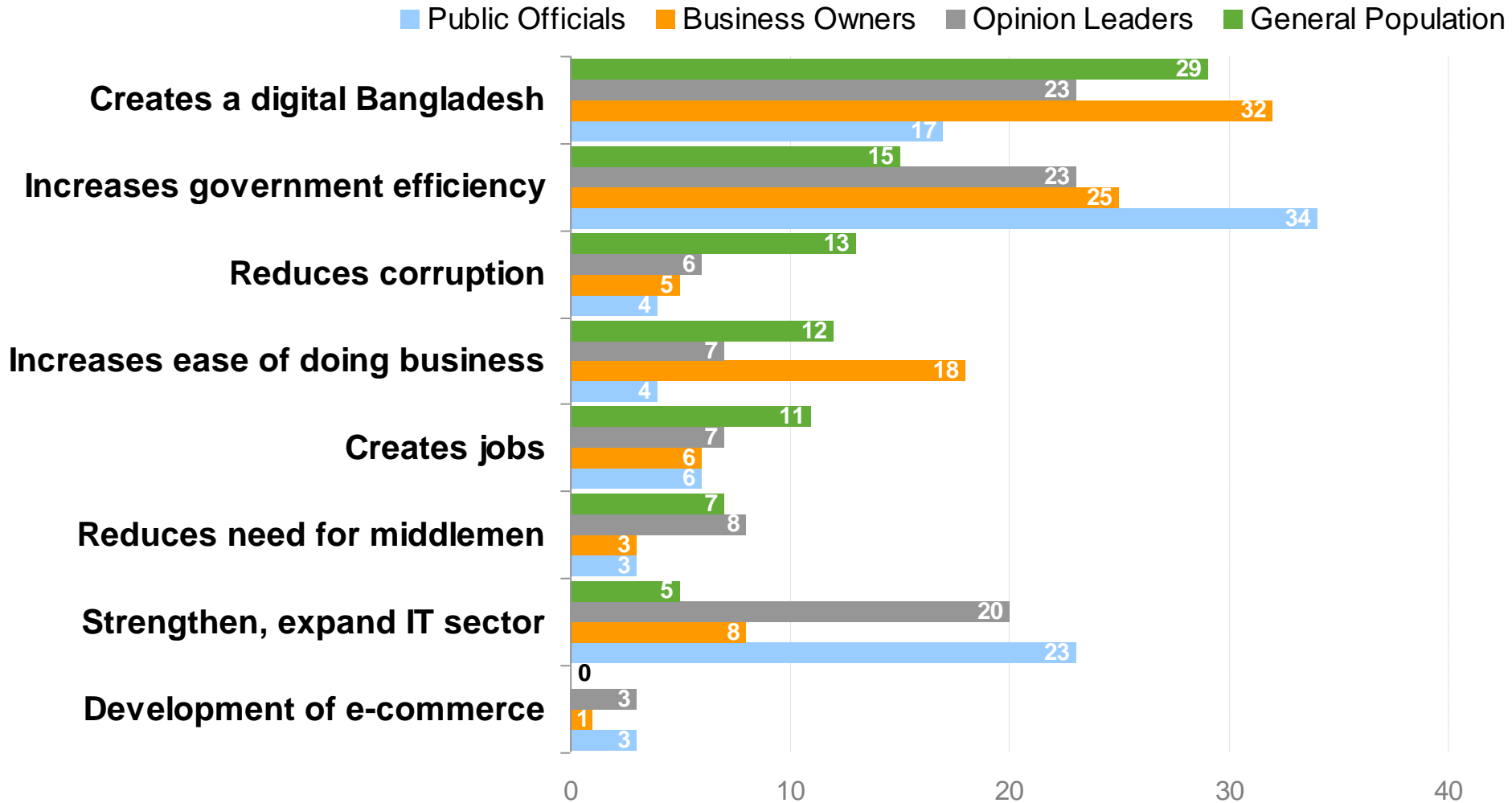
DEVELOPING A MESSAGE

- Stakeholder mapping / Targeting
- Research/dissect the issue and “the competition” point of view
- Knowing/watching/polling/surveying opinions and intentions

MESSAGE DEVELOPMENT

- Values
- Personal Consequence
- Issue Benefits
- Issue Attributes

REASONS TO CONTINUE E-GOVERNMENT



MESSAGE BOX

Who Says What...

Us

Them

...About Whom?

Us

Them

(What we say about ourselves)	(What they say about us)
(What we say about them)	(What they say about themselves)

Source: Rabinowitz

**EXERCISE: 1) SELECT THE SAME REFORM, SAME COUNTRY AS PREVIOUS EXERCISE
2) WRITE RELEVANT STATEMENTS IN EACH SQUARE OF THE MESSAGE BOX.**

Who Says What...

Us

Them

**...About Whom?
Us
Them**

(What we say about ourselves)	(What they say about us)
(What we say about them)	(What they say about themselves)

Source: Rabinowitz

DEVELOPING A SINGLE MESSAGE

10 C'S OF ADVOCACY MESSAGING

- Concise
- Compelling (Convincing)
- Credible
- Character Defining
- Contrasting
- Contextual
- Communicated (Conveyed)
- Consistent
- Constant

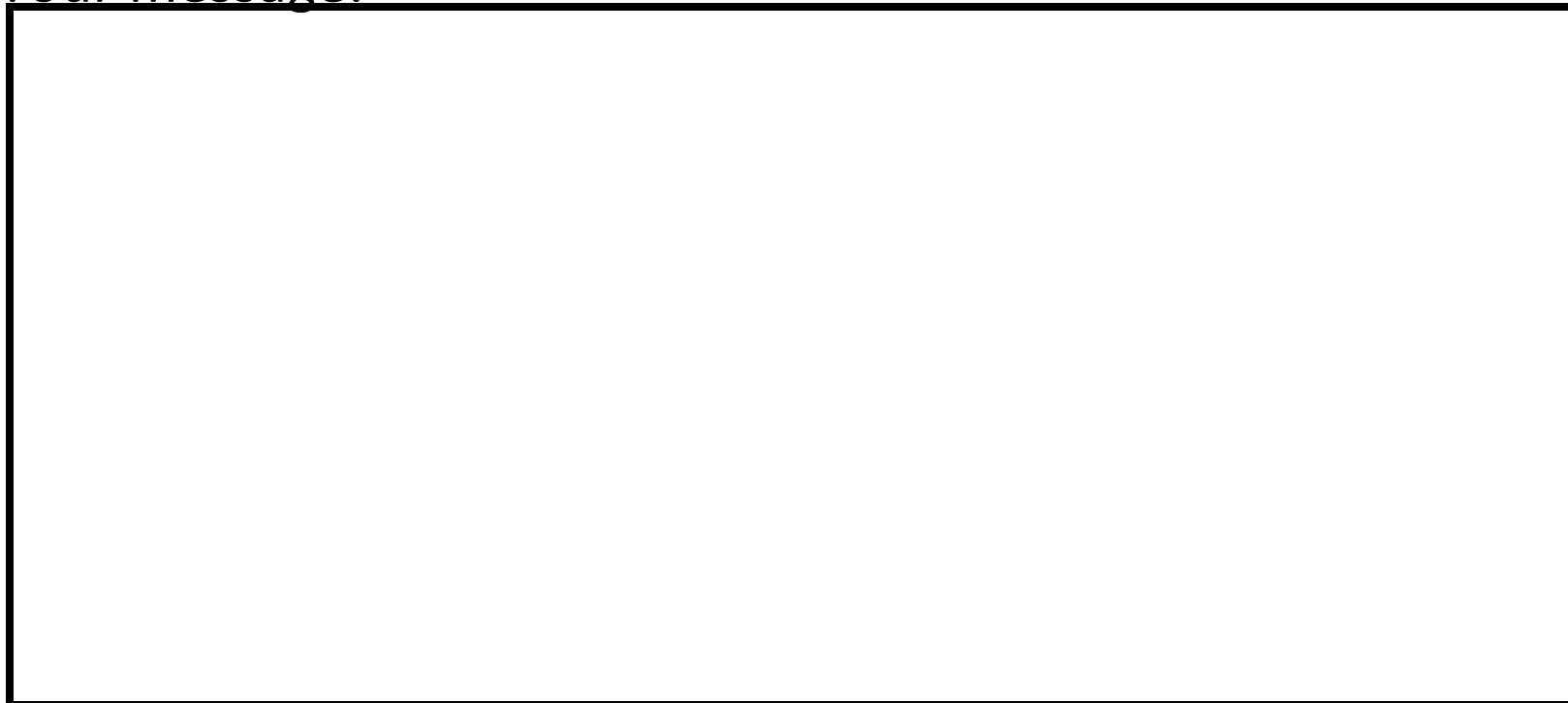
A GOOD ADVOCACY MESSAGE IS...

A discrete amount of information,
founded in empirical research
and in the times,
and drawing a distinction from others,
communicated effectively
to a narrow group of stakeholders
who have not yet made up their
minds.

**EXERCISE: 1) SELECT THE SAME REFORM, SAME COUNTRY AS PREVIOUS EXERCISE
2) WRITE THE MESSAGE THAT WILL HELP YOU PROMOTE A REFORM SUCCESSFULLY.**

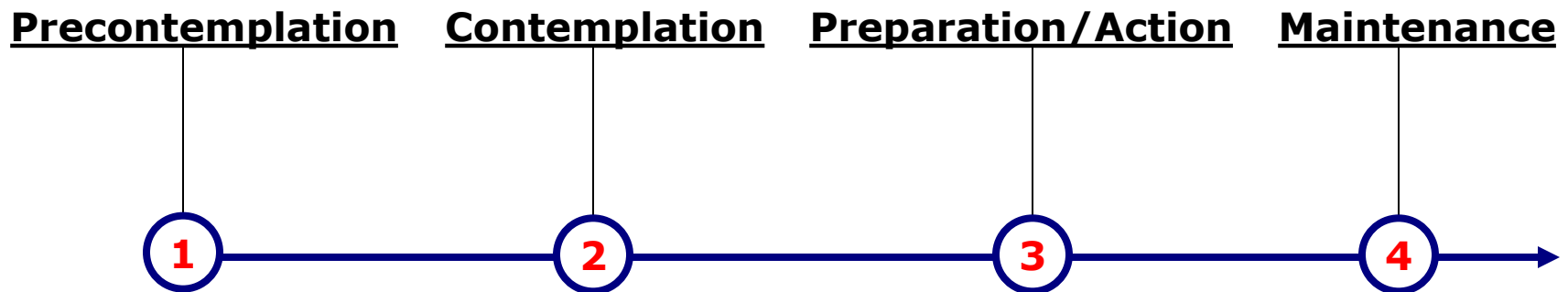
A discrete amount of information, founded in empirical research and in the times, and drawing a distinction from others, communicated effectively to a narrow group of stakeholders who have not yet made up their minds.

Your message:

A large, empty rectangular box with a black border, intended for the user to write their message. The box is positioned below the text 'Your message:' and occupies most of the lower half of the page.

MESSAGE ALSO DEPENDS OF GOAL

Important behaviors occur in stages



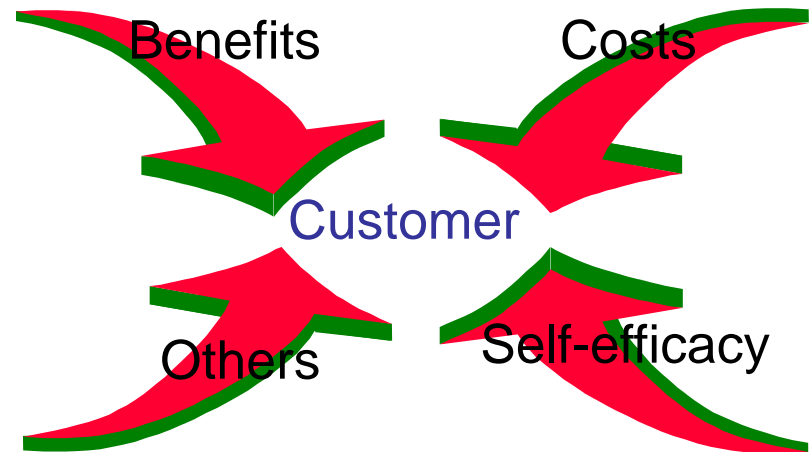
Source: *Andreassen*

BCOS FACTORS

Contemplation involves four factors

- Benefits
- Costs
- Others
- Self-efficacy

BCOS Factors



MESSAGE DEMONSTRATES EQUITY THAT OUTSETS COSTS

You give me

£1.00 *Cost*



Source: Andreasen



You get

A Pepsi

- a thirst quencher
- good taste
- fun
- youthful feeling
- friends

Self-efficacy

Self-efficacy

Others

Benefit

Benefit



CREATING EQUITY TO OUTSET COSTS

You give me

Cost £0.25

Cost Embarrassment

Cost Loss of pleasure



You get

A Condom

- **protection against pregnancy**
- **protection against STDs**
- **offer/get peace of mind**
- **sense of control**
- **hope for the future**
- **a date**

Benefit
Benefit
Others
Self-efficacy
Others
Self-efficacy

CREATING EQUITY TO OUTSET COSTS

You give me

You get

Cost Money

Cost Time

Cost Momentary discomfort

Benefit

Benefit

Self-efficacy

An immunization

- **better health**
- **avoidance of greater discomfort (sickness)**
- **ability to travel**

CREATING EQUITY TO OUTSET COSTS

You give me

You get

- Cost* Political capital
- Cost* Time
- Cost* Some of your political base
- Cost* A headache

- An economic reform
- Benefit* • **better business environment**
- Self-efficacy* • **new partisans**
- Self-efficacy* • **good media clippings**
- Self-efficacy* • **a reelection**
- Self-efficacy* • **to deal away with internationals**
- Others* • **ability to get invited at conferences (“best practice”)**

ADVOCACY CAMPAIGNS, STEP BY STEP

“The 5 Ds”

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3. Develop

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Source: Strategic communications for business environment reforms, World Bank Group, 2007, Rahman Ed

COMMUNICATION TOOLS

- TV
- Radio
- Mail
- Phone
- Canvass
- Web
- Outdoor
- Specialty
- New Media
- Other Paper

Source: Rabinowitz

COMMUNICATION ASSESSMENT

A Communication Assessment Determines the Communication Needs for a Project/Initiative....

→ Interviews with opinion leaders

- Identifies roadblocks, evaluates opponents' strategies
- Analyzes risks and opportunities in the political, social, cultural environment; suggests mitigation techniques
- Assesses communication capacity of government, media, stakeholders, and local communication professionals
- Provides first stage stakeholder analysis

→ Quantitative and qualitative public opinion research (surveys, focus groups)

- Provides in-depth stakeholder analysis
- Develop and test hypotheses w/critical audiences
- Test messages and vehicles

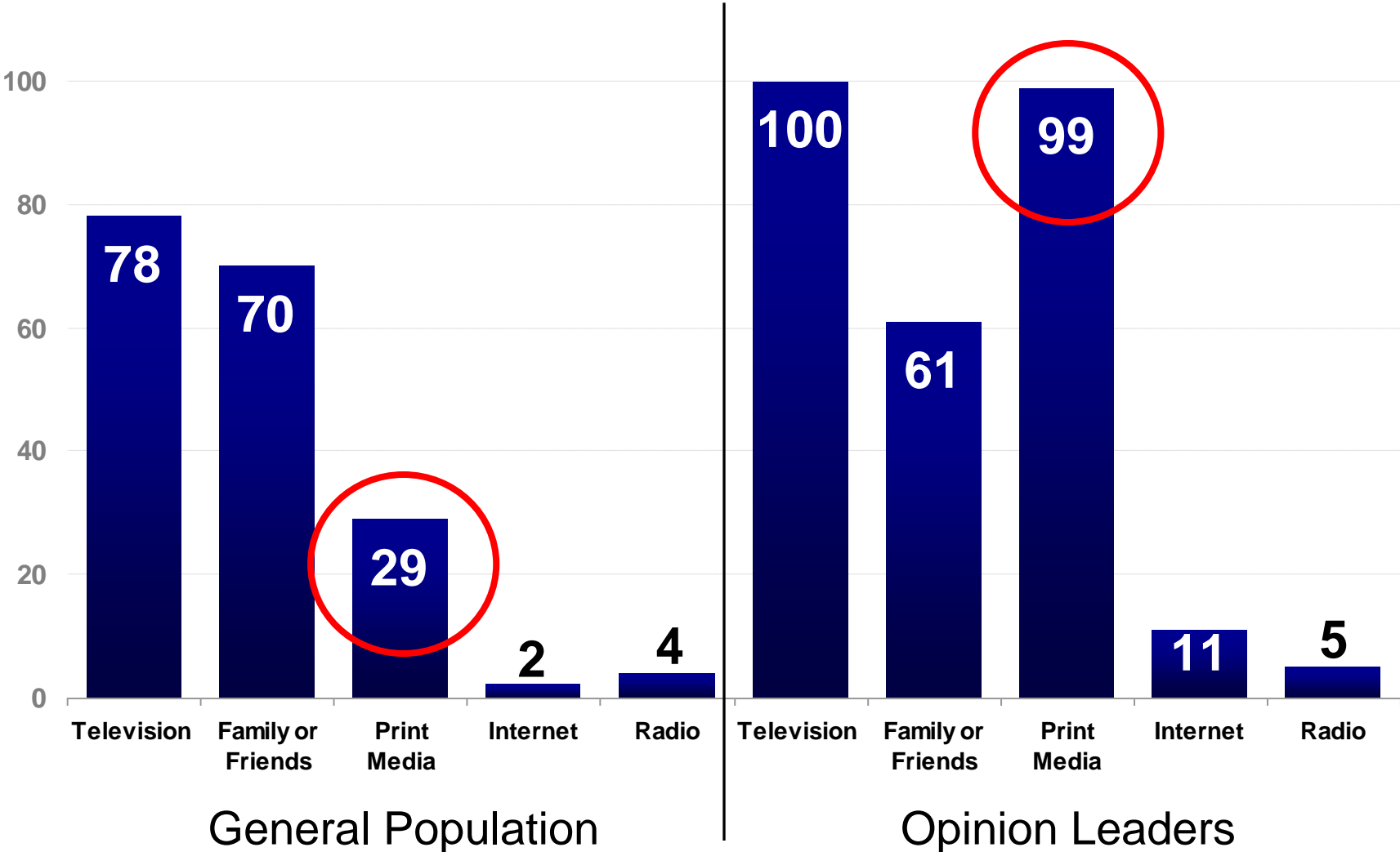
COMMUNICATION ASSESSMENT

2003	Croats	Muslims/Bosniaks	Serbs	Total
	%	%	%	%
Daily newspapers	19.7	27.7	18.6	22.4
Weekly newspapers	5.9	3.8	3.3	4.0
Magazines	3.0	1.2	3.5	2.5
TV	72.4	72.6	75.0	73.5
Radio	20.4	16.5	19.4	18.5
Other	1.6	1.9	0.7	1.3
Refuses	3.0	2.6	1.5	2.3
Don't know	1.3	2.1	3.0	2.3

2003	Croats		Muslims/Bosniaks		Serbs		Total	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
DNEVNI AVAZ	19	6.3	266	46.1	23	3.8	311	20.7
VEČERNJE NOVOSTI	5	1.6	5	0.9	84	13.8	94	6.3
BLIC	1	0.3			80	13.2	81	5.4
GLAS SRPSKE			1	0.2	58	9.5	59	3.9
OSLOBOĐENJE	7	2.3	41	7.1	8	1.3	58	3.9
JUTARNJI LIST	46	15.1	2	0.3	4	0.7	52	3.5
NEZAVISNE NOVINE	4	1.3			41	6.8	46	3.1
DNEVNI LIST	21	6.9	5	0.9	9	1.5	35	2.3
JUTARNJE NOVINE	10	3.3	20	3.5	1	0.2	31	2.1
BH DANI			20	3.5	1	0.2	21	1.4
SLOBODNA BOSNA	2	0.7	19	3.3			21	1.4
SLOBODNA DALMACIJA	17	5.6	1	0.2			18	1.2
VEČERNJI LIST	12	3.9			6	1.0	18	1.2
Others	22	7.2	28	4.9	53	8.7	105	7.0
Don't know	1	0.3					1	0.1
Refuses	137	45	169	29.3	239	39.4	549	36.6
Total	304	100	577	100.0	607	100.0	1500	100.

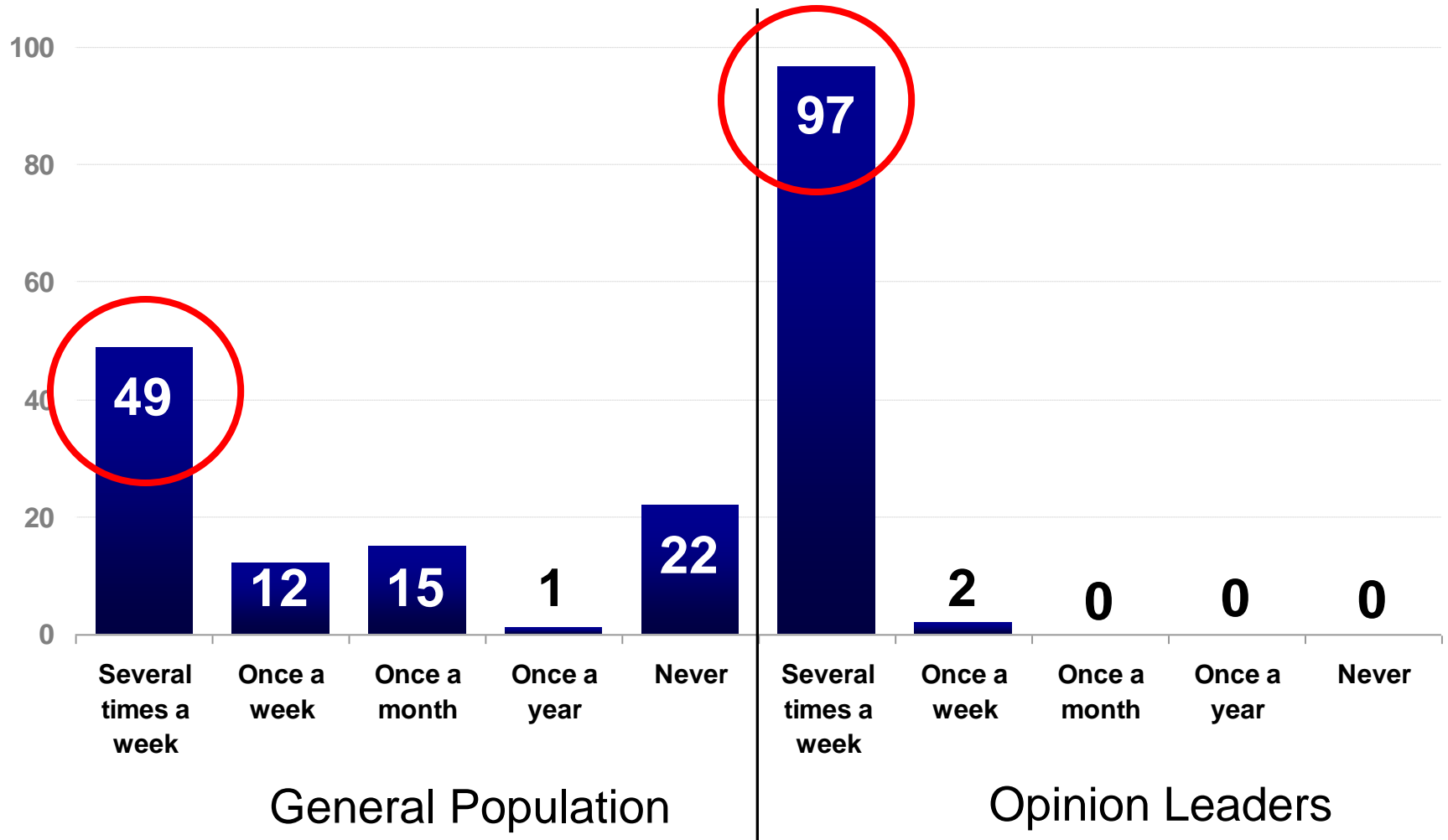
UNDERSTAND AUDIENCE MEDIA HABITS

Media sources for news/politics | General population and Opinion Leaders

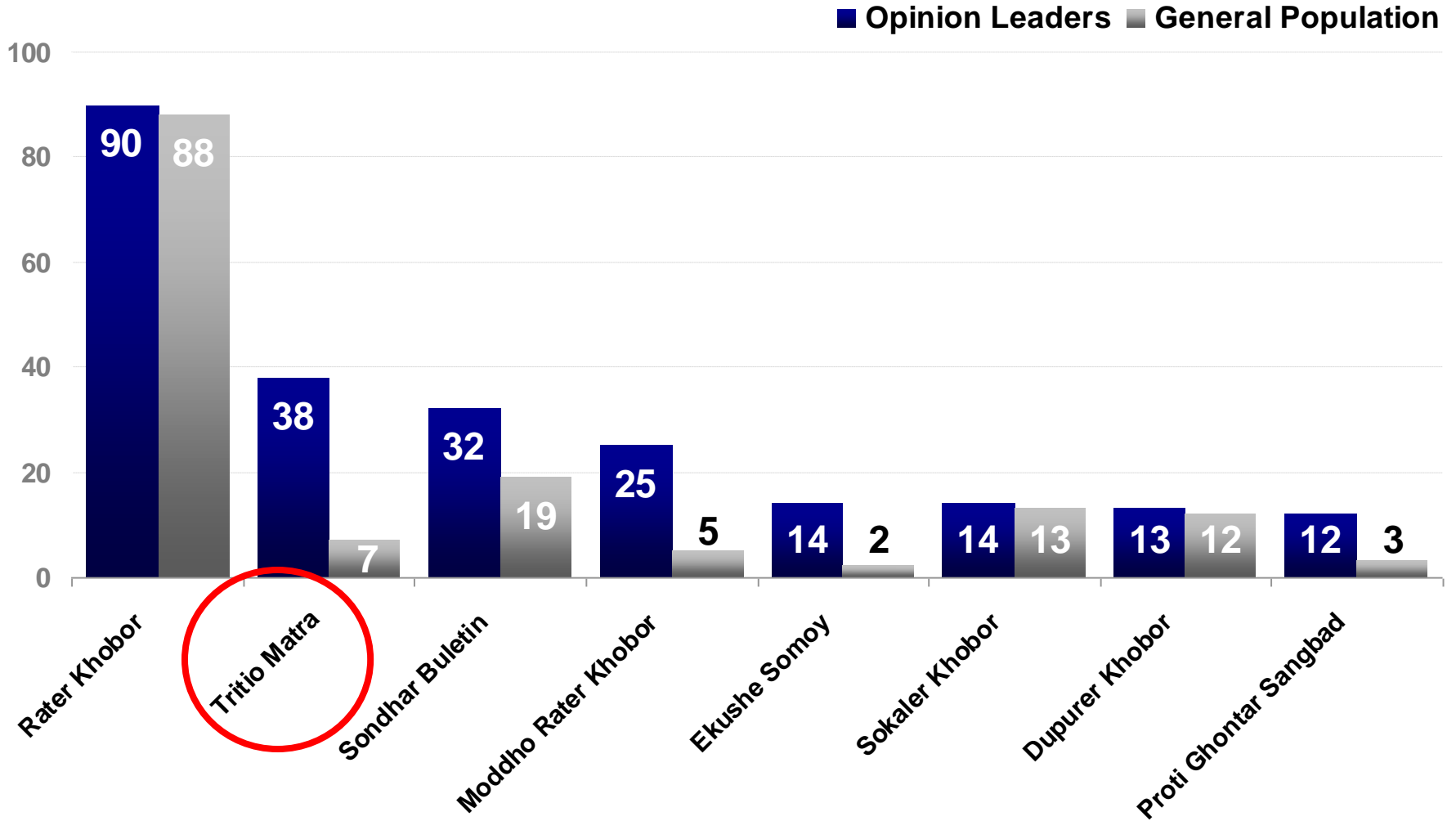


Source: Ansari Azhar, IFC

HOW OFTEN DO YOU WATCH TV NEWS?

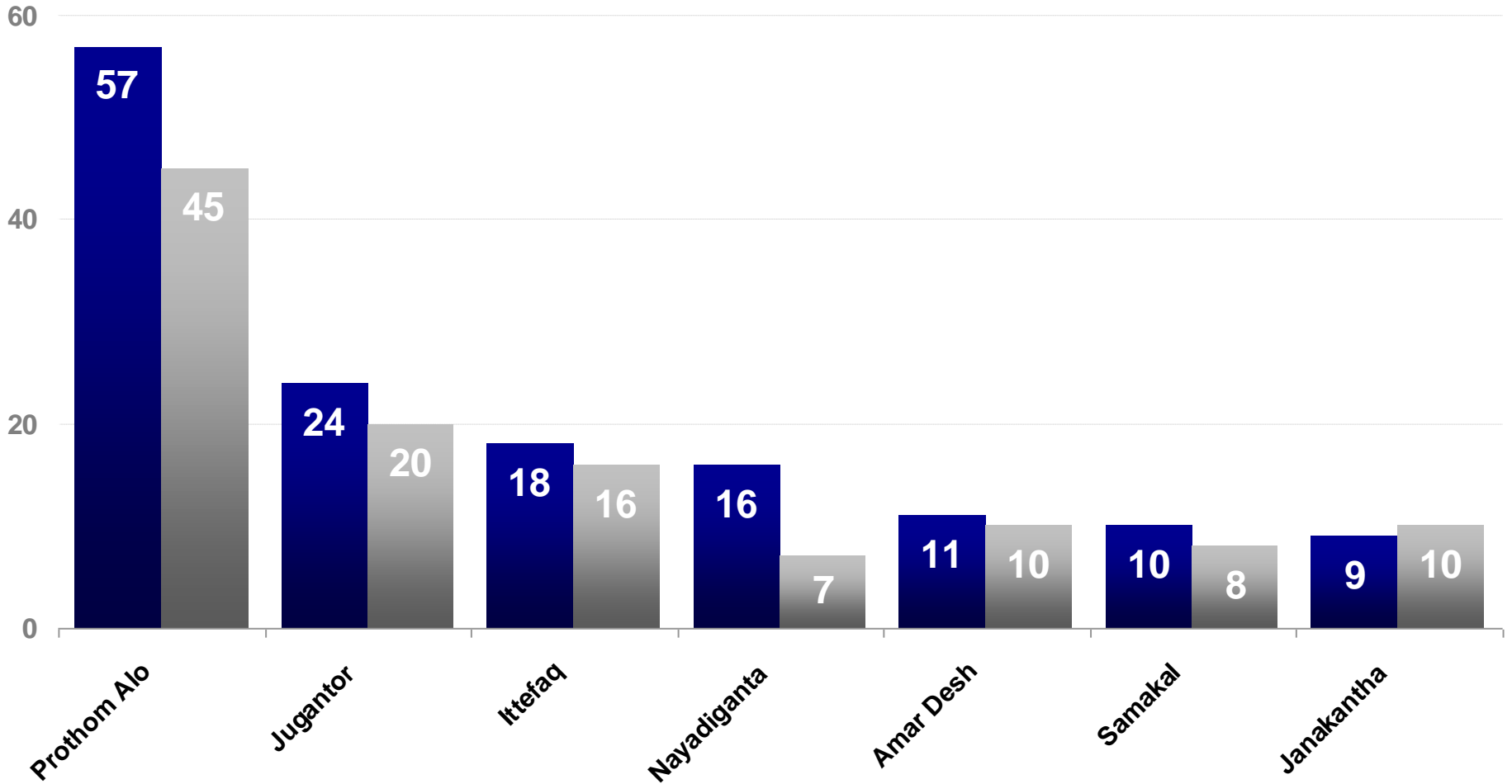


Most-watched TV Shows

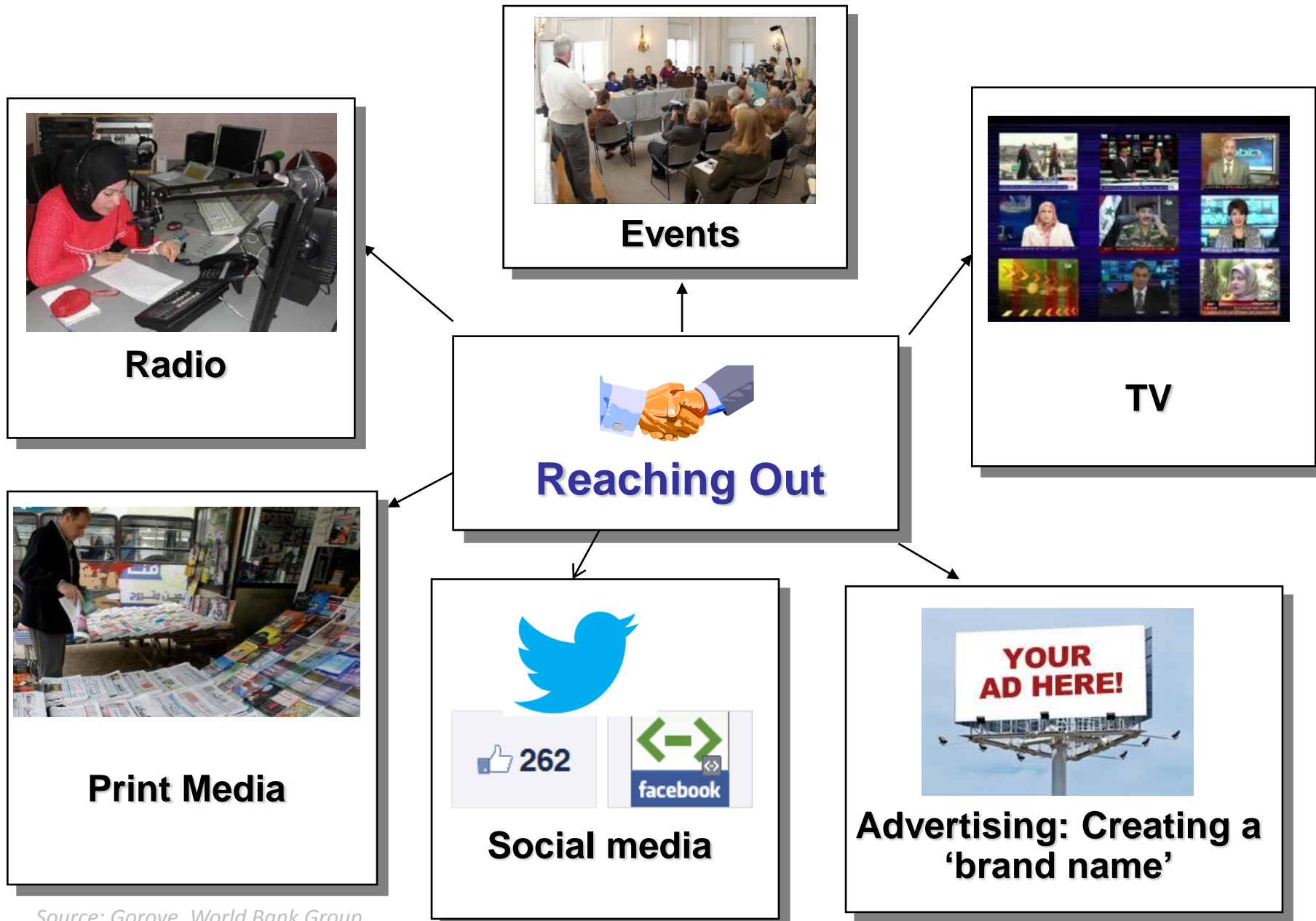


Most-read newspapers

■ Opinion Leaders ■ General Population



COMMUNICATION TECHNIQUES



COMMUNICATION TECHNIQUES



Bosnia Bulldozer initiative, "50 reforms in 150 days"

Reform n° 1
Harmonization of LLC minimum capital requirement

REFORM SUMMARY
Before the Bulldozer reform there were a myriad of disparities between the minimum statutory capital requirements in the 2010 Law on the Single-Cityed when registering a Limited Liability Company (LLC), the most popular form of business in BiH in the Federation, the minimum statutory capital requirement was 200,000 KM for a single proprietor and 100,000 KM for a company with multiple members. In the 2010 Law on the Single-Cityed, the minimum statutory capital requirement was 200,000 KM for all LLCs. The reform now sets the minimum statutory capital requirement at 100,000 KM for all LLCs. The reform also sets the maximum of the company's free reserves, in the FC, with a maximum share of 200,000 KM for a company with 10 persons and, in the Single-Cityed, with a maximum share of 100,000 KM up to 50 persons (to be included in the analysis of a company). To consolidate the single economic space and prevent migration from having to deal with three different regulations in the same country, BiH harmonized the law and reduced the startup cost to reduce attract more people to start new businesses.

WHY DID THE REFORM HELP YOU EXPAND YOUR BUSINESS?
"We did not have enough revenues to gather the 100,000 KM required under the old law to register as a d.o.o. So we could not really expand as a home based business. It was a tedious chore. With the new law, requiring 200,000 KM only, we could register. We did, and then could expand our business through loans and investments."

HOW WAS IT USED?
The Federation before the Bulldozer reform (1) had wanted Harmonic and Single-Person as a primary paper production business but Harmonic needed to pay 100,000 KM. Their business was largely dependent on "C&M" a home based cottage industry (income reduced). As the result, Harmonic had to find a way to pay the 100,000 KM. Consequently, they wanted to expand their business. In order to secure Harmonic's primary business before reaching and making money, workers, they had to register their business as an LLC. Registering an LLC at the time would have cost them 200,000 KM. But they could not reach that much. When the Bulldozer reform number (1) was published in the Official Gazette, the Federation workers could finally afford to register their business as an LLC. 200,000 KM was much more money to gather than 100,000 KM. For each a small business (in 2010) KM had been registered, they could invest in expanding their premises and buying better machines. They could invest a profit for additional partners.

WHAT WERE THE BENEFITS?
The reform has harmonized and reduced LLC registration expenses throughout the Federation, the FC, and the Single-Cityed, by doing this they certainly search for consolidation of the single economic space. By lowering the Harmonic's burden, they reduced their expenses to start up new partners, and will have a clear capital. Lowering the barrier of entry for the entrepreneur to create additional jobs, create entrepreneurs, business can be included in production and job creation.

THE ADVENTURES OF MAX

26%
New (2014) growth (2010) 26%
Steady increase of LLCs registered in 2014 (2014) since the Bulldozer reform.

Business Climate Improvement Indicator:

- Created more jobs
- Brought more tax revenue to authorities
- Freed up capital for investment
- Boosted exports
- Reduced administrative burden
- Reduced gray economy

Government Implementation Performance: 1 2 3 4



Doing Business



b²

Better Business Initiative
Partnering to improve the economic environment

Nigeria PPD

BUSINESS ISSUES BULLETIN

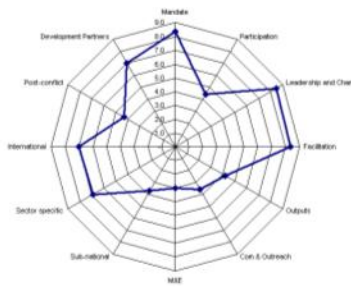
EFFECTIVE IMPLEMENTATION: Review for the next 12 months

Business Climate Improvement Indicator:

- Created more jobs
- Brought more tax revenue to authorities
- Freed up capital for investment
- Boosted exports
- Reduced administrative burden
- Reduced gray economy

Government Implementation Performance: 1 2 3 4

BIB



M&E



Georgia legal and judicial reform



Philippines procurement reform



Cambodia SME credit reform – TV shows on location (SMEs) + Experts

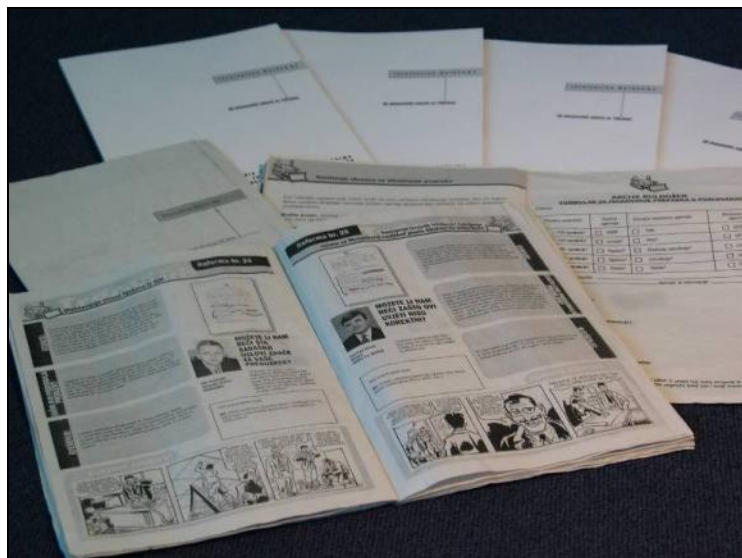


Accountability gets specific in Bosnia (corporate governance reform)



Harmonization of LLC minimum capital requirement

MAKING REFORM EASY



REFORM SUMMARY

Before the Bulldozer reforms there was a marked discrepancy between the minimum statutory capital requirements in the FBiH, RS, and the Brčko District when registering a Limited Liability Company (d.o.o.), the most popular form of business in BiH. In the Federation, the minimum statutory capital requirement was 2,000 KM for a single proprietor and 10,000 KM for a company with multiple partners. In the RS and in Brčko District, the minimum statutory capital requirement was 5,000 KM for all LLCs. The minimum share also defined the maximum number of people wanting to participate in one company. In the Federation, the minimum share was 2,000 KM, which limited the founders of the company to five persons, in the RS, with a minimum share of 500 KM founders were limited to 10 persons and, in the Brčko District, with a minimum share of 100 KM up to 50 persons could be involved in the creation of a company. To consolidate the single economic space and prevent investors from having to deal with three different regulations in the same country, BiH harmonized this law, and reduced the start-up cost in order to attract more people to start new businesses.



Almir Plavric
Director
Extra d.o.o.

WHY DID THE REFORM HELP YOU EXPAND YOUR BUSINESS?

"We did not have enough revenues to gather the 10,000 KM required under the old law to register as a d.o.o. So we could not really expand as a home based business. It was a vicious circle. With the new law, requiring 2000KM only, we could register. We did, and then could expand our business through loans and investments".

HOW WAS IT USED ?

The Plavric brothers are living proof that Bulldozer number 01 has worked. Nermin and Almir Plavric run a sanitary-paper production business that Nermin started when he was 18. Their business was originally registered as "Extra", a home-based cottage industry (domace rednoce). As time went by, demand for their product grew and exceeded their supply capabilities by a factor of ten. Consequently, they resolved to expand their business. In order to secure bigger premises, purchase better machinery and employ more workers, they had to register their business as an LLC. Registering an LLC at the time would have required them to gather 10,000 KM. That was a very high threshold, that they could not reach that easily. When the Bulldozer reform number 01 was published in the Official Gazette, the Plavric brothers could finally afford to register their business as an LLC. 2000 KM are much more easy to gather than 10,000 KM, for such a small business: it is a 8,000 KM less! Once registered, they could invest in expanding their premises and buying better machinery. They even created a job for one additional person.



FBiH Official Gazette 2006/03, Issue 26, Page 1375

Average in Tuzla Canton:

Before: 33 d.o.o. per month
After: 41 d.o.o. per month

Result:

26%

Monthly increase of d.o.o. registration in Tuzla canton, since the Bulldozer reform.

WHAT WERE THE BENEFITS ?

The reform has harmonized and reduced LLC registration expenses throughout BiH (the Federation, the RS, and Brčko District), and by doing this it has contributed towards the consolidation of the single economic space. By lowering the financial threshold, it has enabled small businesses to start with more partners, and with less start-up capital. Lowering the barrier of entry for a company to operate unlocked capital from small entrepreneurs, that now can be invested in production and job creation.

Business Climate Improvement Indicator:

- Created more jobs
- Brought more tax revenue to authorities
- Freed up capital for investment
- Boosted exports
- Reduced administrative burden
- Reduced gray economy

Government Implementation Performance:



THE ADVENTURES OF MAX



MAKSOVE AVANTURE



MAKSOVE AVANTURE



TAX REFORM IN SOUTH AFRICA



easy guide

EMPOWERING SMALL BUSINESS

What the Budget Means for Small Business

HI! I'M KHANYI. I'M HERE TO TELL YOU ABOUT ALL THE NEW THINGS WE'VE DONE TO HELP SMALL BUSINESSES WORK IN SOUTH AFRICA!

The purpose of this guide is merely to provide information in an easily understandable format and is intended to make the complexity of the legislation more accessible to the layman. This guide therefore has no binding legal effect and the relevant legislation must be consulted in the event of any dispute as to the meaning or application of the provision.

SARS
At Your Service



SECTION 5: DEDUCTIONS (continued)

5.9 Other / Travel Allowance

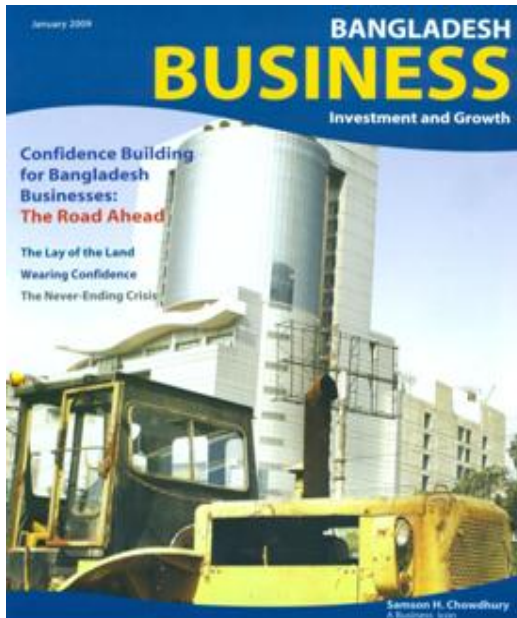
TRAVELLING EXPENSES

If you are entitled to a travelling allowance, you may claim for the following expenses:

Category	Amount
Travelling expenses	...
Travelling expenses	...
Travelling expenses	...

SARS
At Your Service

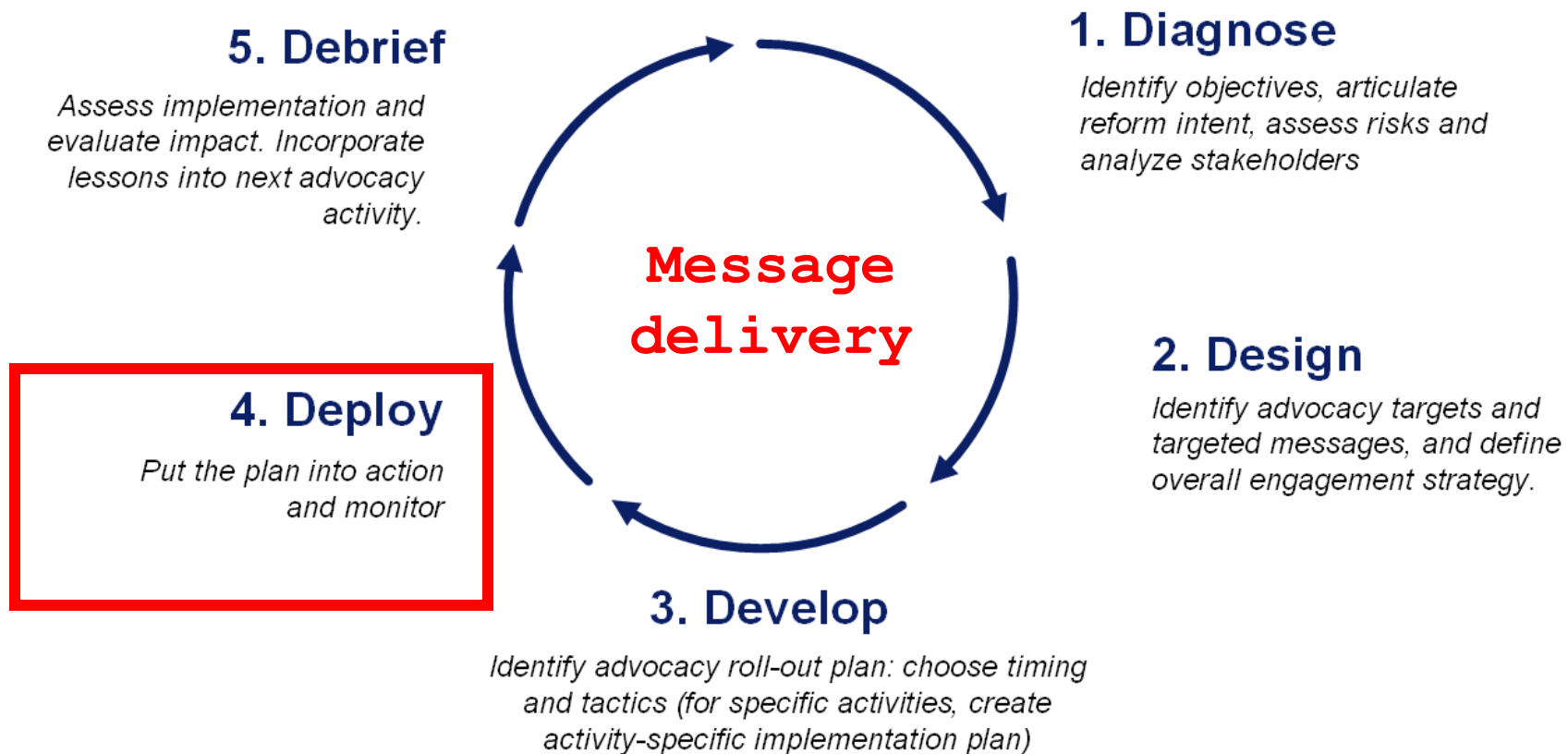
“BETTER BUSINESS, BETTER BANGLADESH”



Source: Ansari Azhar, IFC

ADVOCACY CAMPAIGNS, STEP BY STEP

“The 5 Ds”



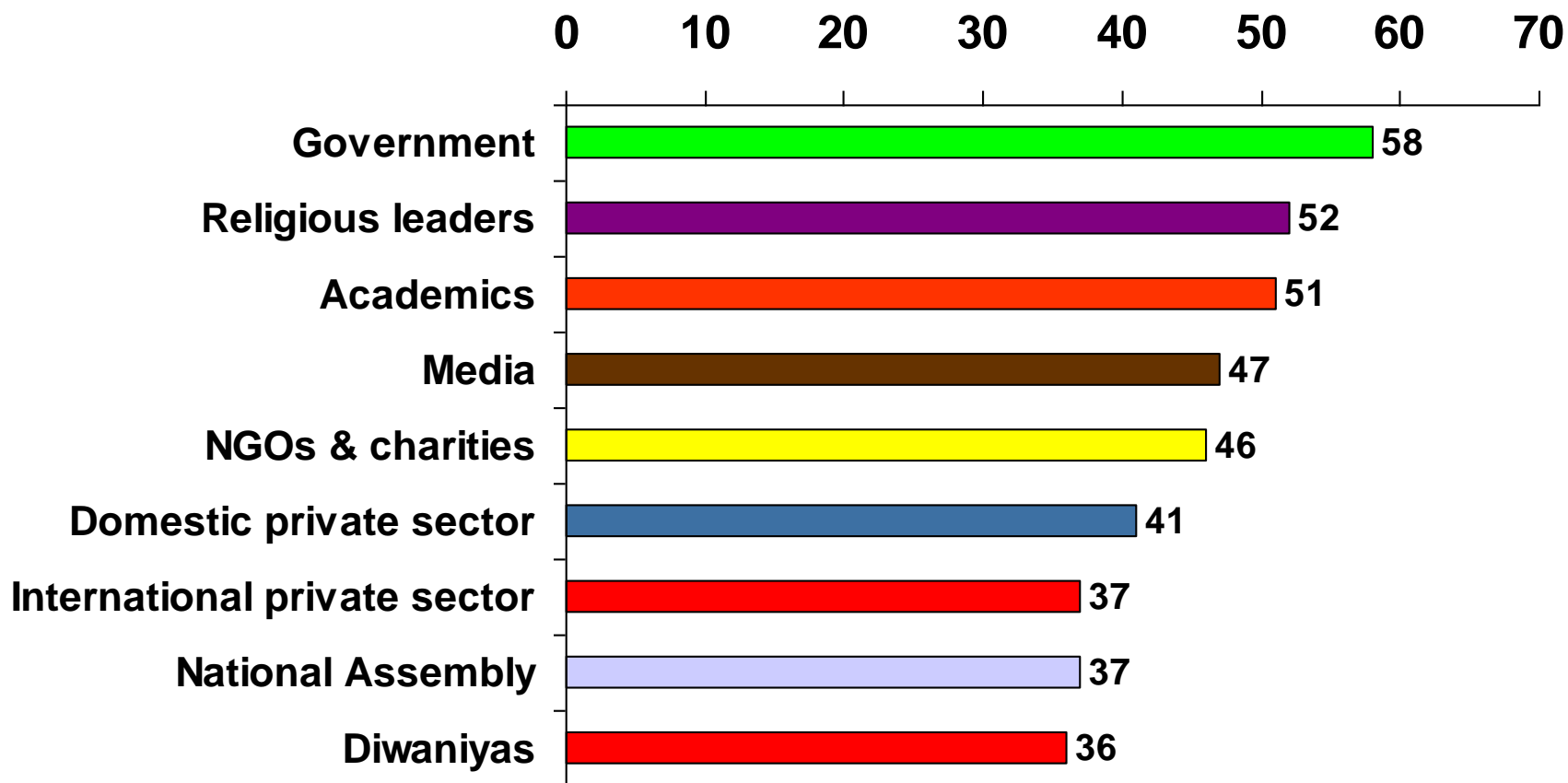
Source: Strategic communications for business environment reforms, World Bank Group, 2007, Rahman Ed

MESSENGERS

- Promoter/Leadership/Sponsor
- Government/Private sector/donors
- Leaders – Political, Ethnic, Labor
- Regular People
- Celebrities
- Professionals
- Brands

LOOKING FOR MESSENGERS

Kuwait Economic Reform: Trust in Specific Organizations & Institutions

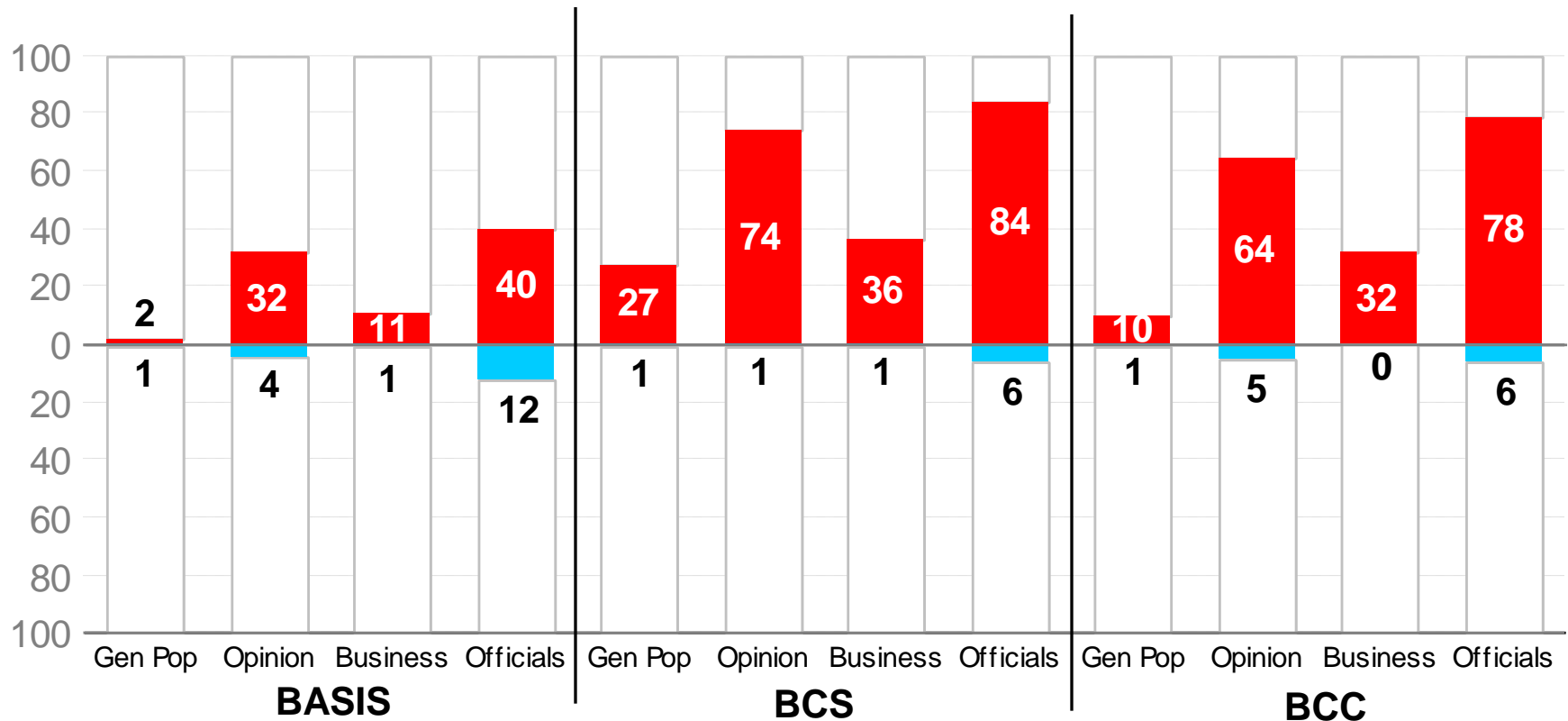


HOW DO PEOPLE FEEL ABOUT YOUR MESSENGER?

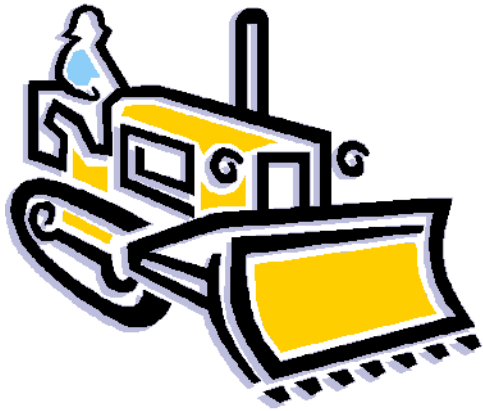
Now, I'd like to rate your feelings toward some people, things, and organizations, with "100" meaning a VERY FAVORABLE feeling; "0" meaning a VERY UNFAVORABLE feeling; and "50" meaning not particularly favorable or unfavorable.

■ % Warm, favorable (51-100 degrees)

■ % Cool, unfavorable (0-49 degrees)



MESSENGER = BRAND



MESSAGE DELIVERY

- Elite v. Grassroots
- Paid v. “Free”
- Disciplined
- Repetitive
- Multi-Media
- Two-Track/Three-Track
- Negative
- Rapid Response
- Logistics

DELIVERY: PUBLIC AND SYMBOLIC COMMITMENT



Opeds,press

CONSULTATIVE COUNCIL
ON IMPROVEMENT OF INVESTMENT CLIMATE
UNDER THE PRESIDENT OF REPUBLIC OF TAJIKISTAN

On December 2007
The President of the Republic of Tajikistan – Emomali Rahnov ordered creation of the Consultative Council on improvement of investment climate to establish permanent and effective public-private dialogue and joint development recommendation to improve business environment and investment climate in the country.

Structure of the Council

Writing a proposal to the Consultative Council

Tajikistan » Ratings Researches Investment map

- China Business
- Index of Economic Freedom
- The Global Competitiveness Report 2011-2012
- Business Trade Index
- Consulting Perception Index, Transparency International
- Human Development Index
- Business Index (BRIS) Index

© 2006–2010 Consultative Council on improvement of investment climate under the President of Republic of Tajikistan
Republic of Tajikistan, Dushanbe, 1 Lokh Sherali str. Business Centre "Soboron", 6-B floor
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NBF
Nepal Business Forum
www.nepalbusinessforum.com

MAIN MENU

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- Nepal Country Card
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- Activities & Events
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Suggest a Reform

This form can be used to submit a reform suggestion for consideration by the NBF. Your suggestion will be screened by the NBF Secretariat before it is sent to the relevant working group for consideration. We may contact you for further information if required, or please provide a valid email address.

To expedite the screening of your suggestion, please ensure that you provide as much information as possible in each of the fields below. You can also use this form to attach documents to further information.

* Required information:

- Full name *
- Email address *
- Organization
- Type of organization
- Number of employees (for private business only)
- Type of investment (for private business only)
- Type of Public Authority
- Type of Interest Group
- Development Partner
- Reform Title *
- Research/Working Group *
- Type of issue *
- The issue at stake *
- Who is this a problem? *

NEWS

Private sector seeks active regulation

July 27, 2012: The private sector has urged Nepal Business Forum to be more active in facilitating its problems with the government. Propagating the Nepal Business Forum (NBF) during the orientation meeting of NBF.

Events

No events

Nepal Business License e-Portal

BULLDOZER INITIATIVE

PHASE I - 50 ECONOMIC REFORMS FROM THE BOTTOM-UP

Phase I - 50 economic reforms in 150 days
November 2008 - May 2009

A bottom up reform approach

Framework reforms are important but they are not enough, as if they need to be promoted by the highest level of government and pushed from the top down, they often are not as well understood as they should by the basic entrepreneur. For an entrepreneur to "feel" that the system is changing, s/he needs to be directly in contact with the problem and witness the change with her/his own eyes. Hence the need for a bottom up reform approach that entrepreneurs will participate in, understand and eventually push on themselves.

[Bulldozer Committee Phase I Strategy Paper](#)

[Bulldozer timeline Phase I](#)

The Results: 50 economic reforms in 150 days

[List of the 50 economic reforms](#)
[Legal amendments corresponding to the 50 Reforms](#)
[The BII State reforms](#)
[The DRCO reforms](#)
[The FRH reforms](#)
[The RS reforms](#)

The press brochure

This brochure presents the 50 Phase I reforms in a concise and casual manner. A comics strips explains how the bulldozer committee functions. 84,000 copies of the brochures were distributed, in all languages of BII.

[Brochure in English](#)
[Brochure in Russian](#)
[Brochure in Croat](#)
[Brochure in Serb](#)

The detailed reforms

[R01 Harmonization of LLC Minimum Capital Requirement](#)
[R02 Double Corporate Profit Taxation](#)
[R03 Counterproductive Amendments in the RS Law on Privatization of State Capital](#)
[R04 Eliminating Investment Barriers Through ESHI Law on Business Companies Reform](#)
[R05 Clarifying audit requirements of Auditor General in RS](#)
[R06 Removing mandatory fee for shelter in FRH](#)
[R07 Removing mandatory fee for shelter in the RS](#)
[R08 Breathing monopoly of HS Geodasy and Property/Legal Affairs administration](#)
[R09 Easing law firms operation through amendments to the Law on Lawyer Profession](#)
[R10 Easing barcode issuing requirements for publishing companies](#)
[R11 Removing Double Taxation of Revenue in FRH Forest Industry](#)

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150 Career: MGT, MBA, M.T, Executive MBA, MBA, Finance, Management and Selection

Secretariat of Investment Council under the President of Republic of Tajikistan

Home | Careers | Products | Insights

About Secretariat of Investment Council under the President of Republic of Tajikistan
The Secretariat will help create public dialogue with the aim to create enabling environment for investment.

Website: <http://www.investmentcouncil.tj> | Industry: Investment Management | Type: Public Company
Company Size: 7-99 employees

Monday, 31 January 2012 | Log out | Help VBF

VBF VIETNAM BUSINESS FORUM

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Vietnam Business Forum

[Download The Annual Vietnam Business Forum Report 2012](#)

Vietnam Business Forum
Established after a Vietnam Consultative Group meeting between the Vietnamese government and its donor partners in Tokyo in 1997, the Vietnam Business Forum is one of the first public-private dialogue projects implemented by IFC and the World Bank.

Working Groups
The Forum's strength and effectiveness stem from a strong, direct partnership with the Vietnam Consultative Group, issues raised by the Forum are immediately brought to the attention of the Consultative Group which can now promptly address them.

VBF Secretariat
The consortium's secretariat coordinates Forum's day-to-day activities and manages the VBF Website. The Forum's working groups share their structure and working mechanisms in scheduling the Forum's biannual meetings.

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Working Groups
Banking Working Group | Capital Market Working Group | Education Working Group | Infrastructure Working Group | Investment & Trade Working Group | Mining Working Group | Tourism Working Group

Mobile Ready
Our new VBF website is mobile ready.

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Tel: (84-4) 3715 2223 - Email: info@vbf.org.vn

BBBF - bbfbf.org.bd - Microsoft Internet Explorer

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BANGLADESH BETTER BUSINESS FORUM

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Latest News & Events

- BBBF Requests for your comments and feedback
- Monitor outcome of BBBF recommendations: Fomhucocin
- CA stresses monitoring of BBBF recommendations
- CA stresses match on BBBF recommendations
- Solving fast problem not possible without adjusting tax prices: CA
- National human resources development fund will be created

Working Group

- Business Finance Working Group Overview | Member Recommendation
- Infrastructure Working Group Overview | Member Recommendation
- Macroeconomic Policy Working Group Overview | Member Recommendation
- Business Entry and

Bangladesh Better Business Forum (BBBF)

Recommendation Implementation Status

IMPLEMENTED (52)	APPROVED (113)	DECISION PENDING (128)	NOT APPROVED (8)	TOTAL 249
0	52	61	128	8

About the BBBF
The Bangladesh Better Business Forum (BBBF), the first-ever public-private business forum in Bangladesh, began its journey in 2007 with the aim of improving the business environment in Bangladesh through interactions between the business community and government officials.

BBBF aims to create conditions conducive to the business environment that has been confronted with some critical issues in recent years. The forum looks into several dimensions of improving the business climate in Bangladesh. These consist of designing an action plan on regulatory reforms relating to land investments, developing skills of potential labour force, ensuring access to finance for businesses, starting up businesses and much more... [More...](#)

Key BBBF activities include:

- Promoting an effective public-private dialogue to improve the business enabling environment.
- Removing barriers impeding business operations.
- Providing feedback on various Government policies, laws, and regulations affecting the private sector.

Take will not allow this forum to become a talking shop. We need rather emphasize result-oriented discussions and output. Effective mechanisms will be put in place to monitor the implementation of our decisions.
- Chief Adviser

facebook | Search for people, places and things

BUILD (Business Initiative Leading Development)
Welcome - Talking about life

Organization
BUILD is a joint initiative of Dhaka Chamber of Commerce and Industry, Metropolitan Chamber of Commerce and Industry and DMC Foundation. Official website: www.build.org

Post | Photo / Video

Write something...

BUILD (Business Initiative Leading Development)
October 26, 2012

BUILD's perspectives on the recent economic indicators by international agencies and the way forward on Maasranga Television at 12:03 am tonight.

Like | Comment | Share

BUILD (Business Initiative Leading Development)
October 31, 2012

WISH EVERYBODY A HAPPY NEW YEAR 2013

BEST PRACTICES IN PPD WEBSITES

- KISS
- Dynamic and changing content on front page
- Allow local stakeholders to weigh in

Why VBF?

The economic development of Vietnam relies on a strong and sustainable private sector. However, businesses in Vietnam still operate in an environment where the enforcement of laws and administrative red tape are ongoing concerns.

To establish a more conducive business environment, the government needs relevant and constructive input from private companies.

The Vietnam Business Forum was created to satisfy this need as a joint initiative between the Vietnamese government, the private sector, and the donor community.

• billal

Post Date: 2008-08-03

BBBF is the first time such forum in Bangladesh.

Comments

Name:

E-mail:

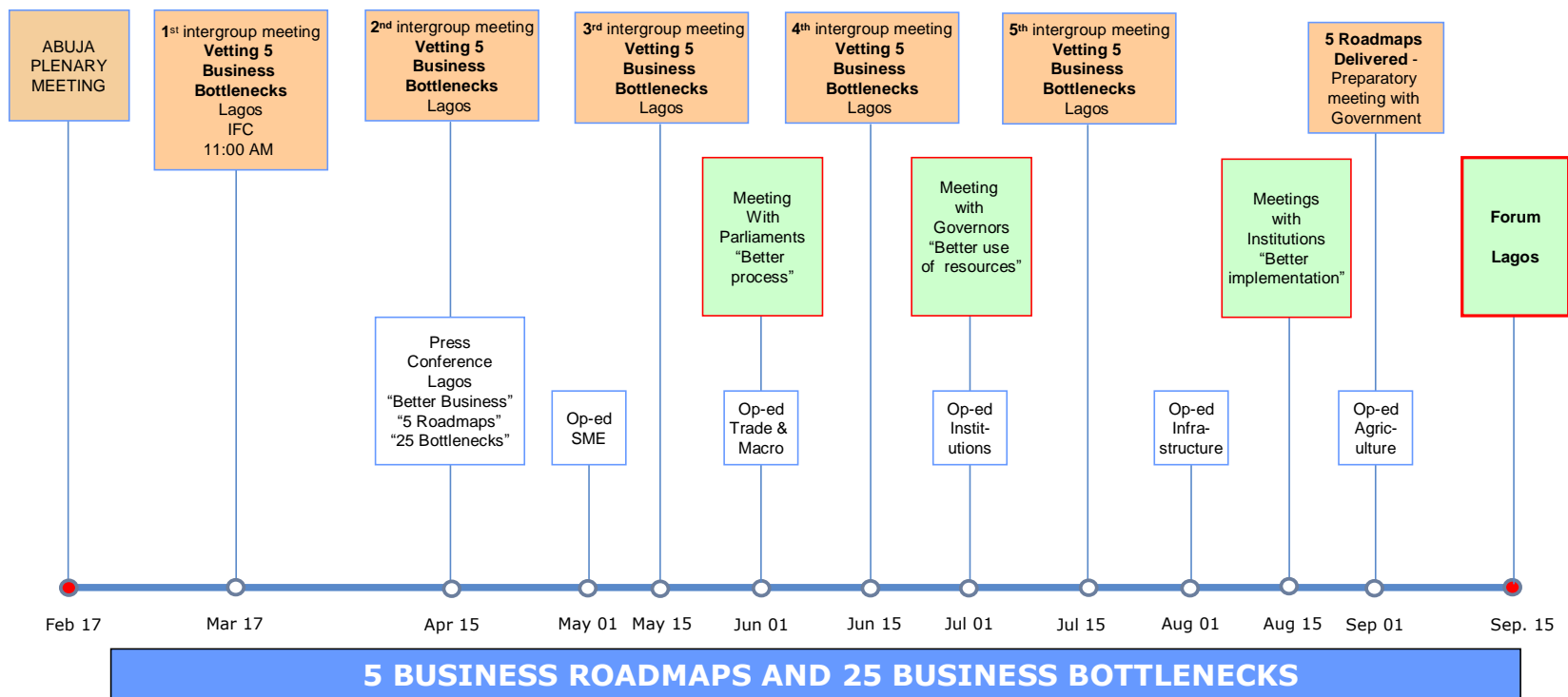
Comments:

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DELIVERY PLANNING

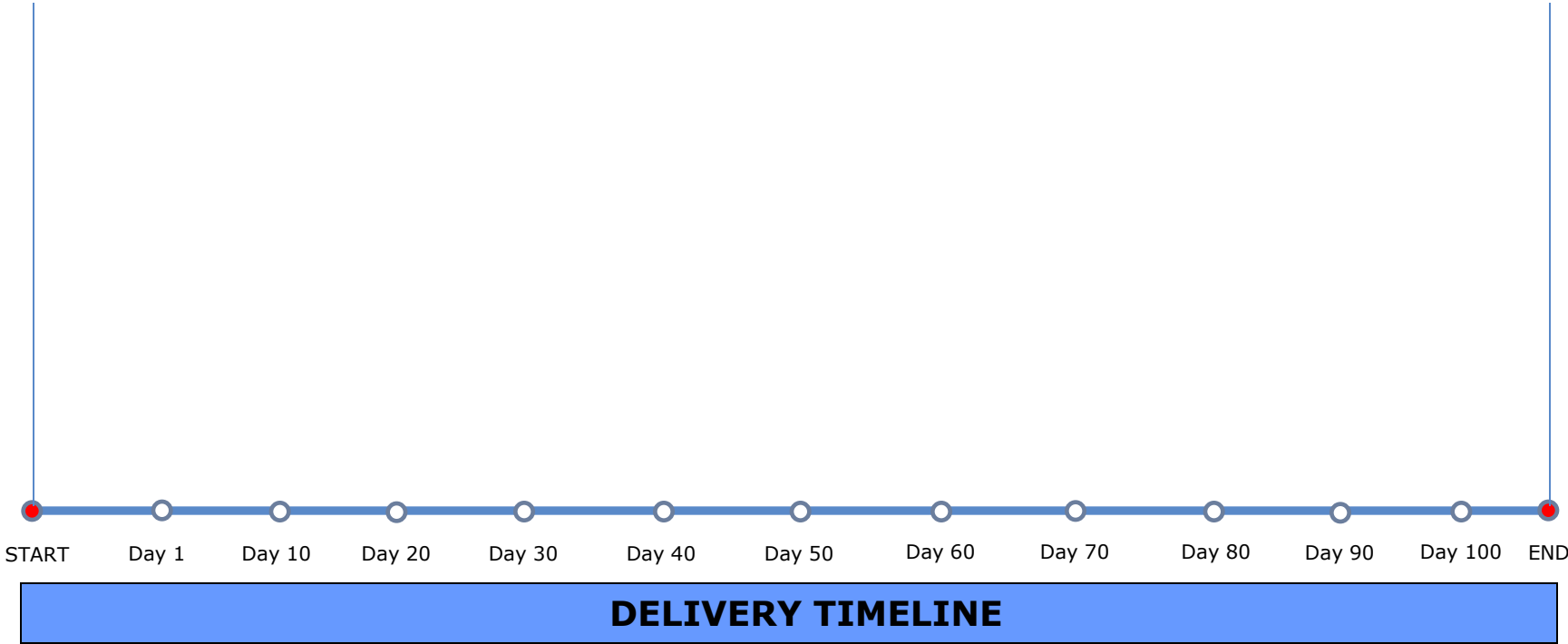


Timeline



Source: Herzberg, World Bank Group

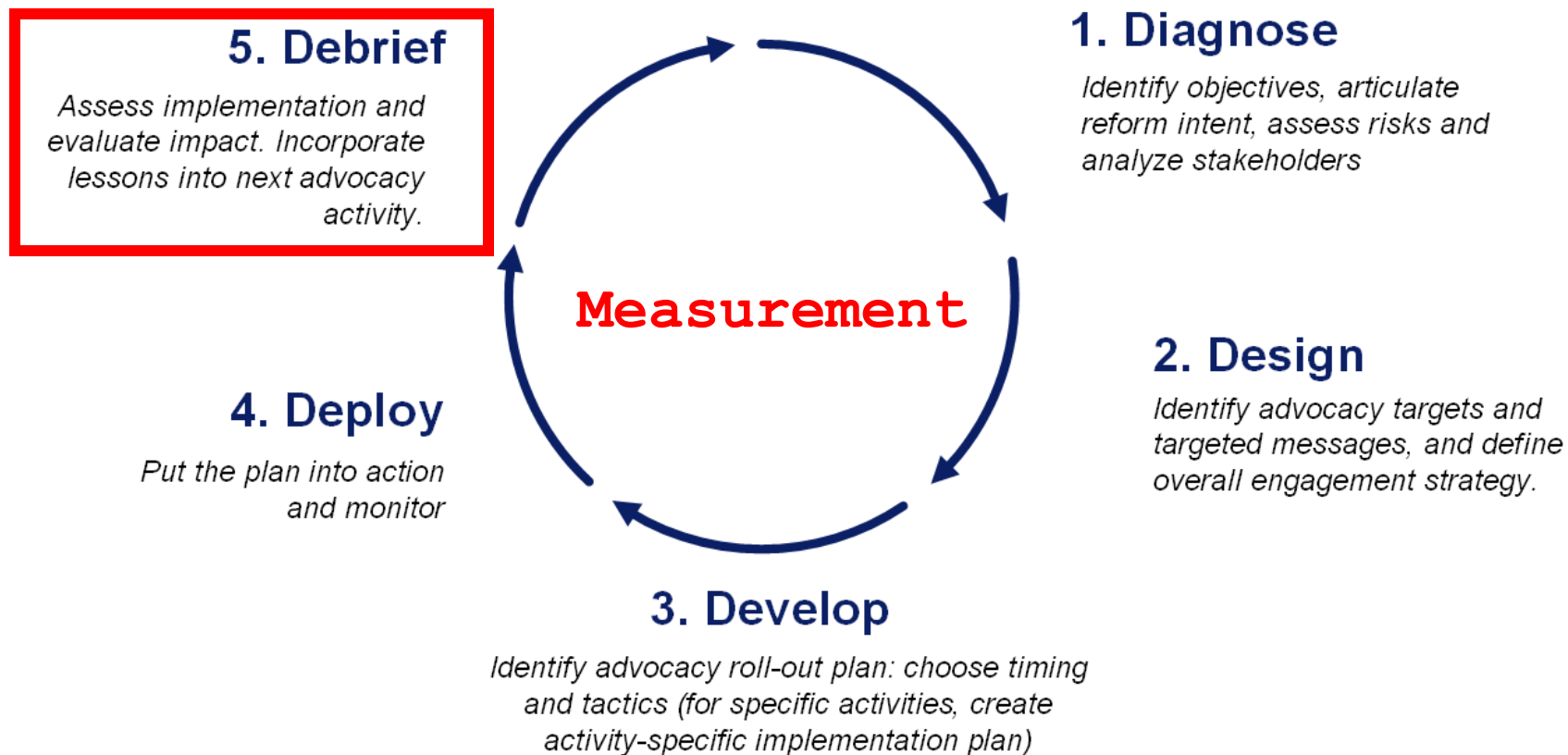
**EXERCISE: 1) SELECT THE SAME REFORM, SAME COUNTRY AS PREVIOUS EXERCISE
2) PLAN THE DELIVERY OF YOUR MESSAGES OVER A 100 DAY PERIOD.**



Source: Herzberg, World Bank Group

ADVOCACY CAMPAIGNS, STEP BY STEP

“The 5 Ds”

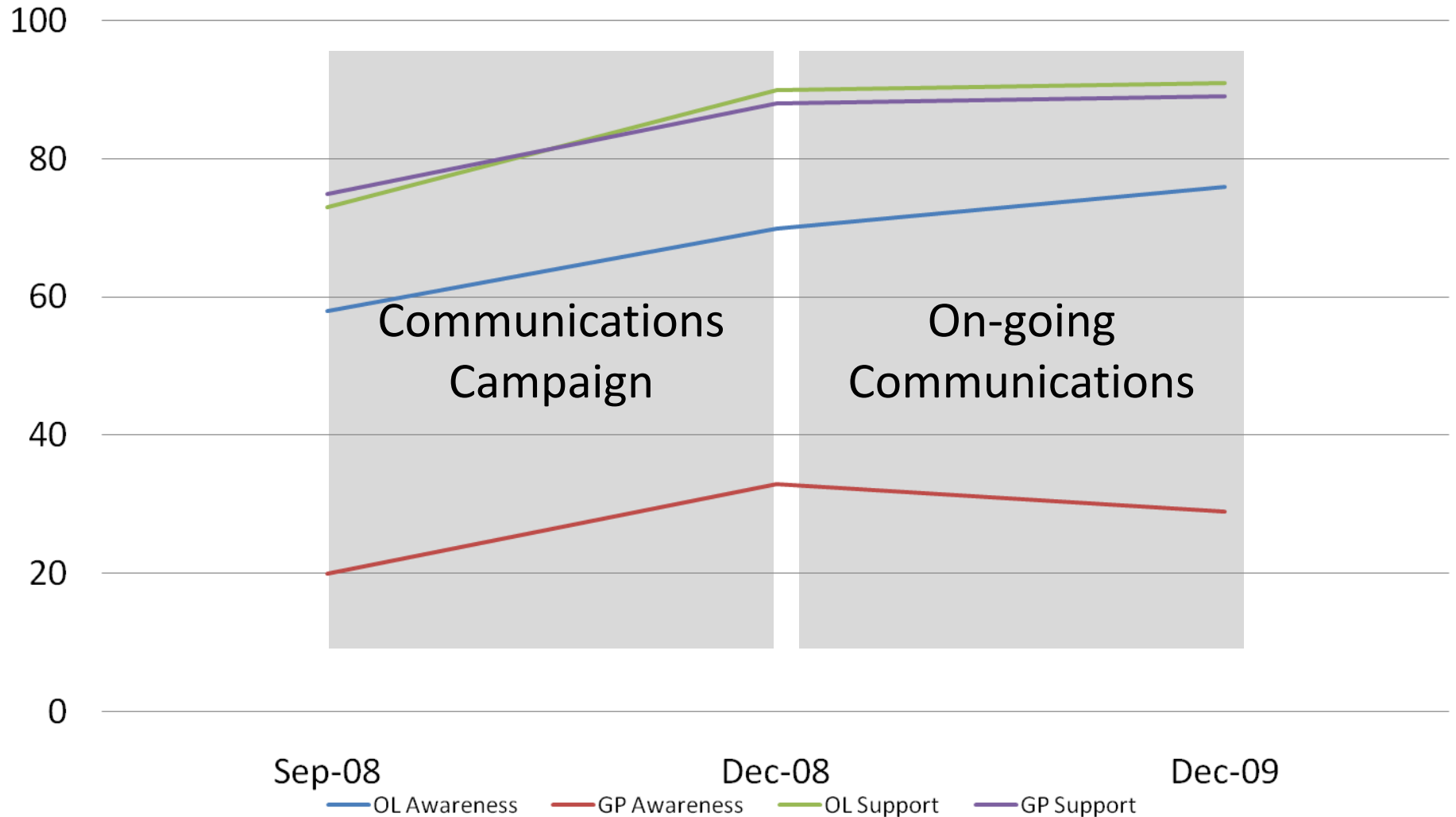


Source: *Strategic communications for business environment reforms*, World Bank Group, 2007, Rahman Ed

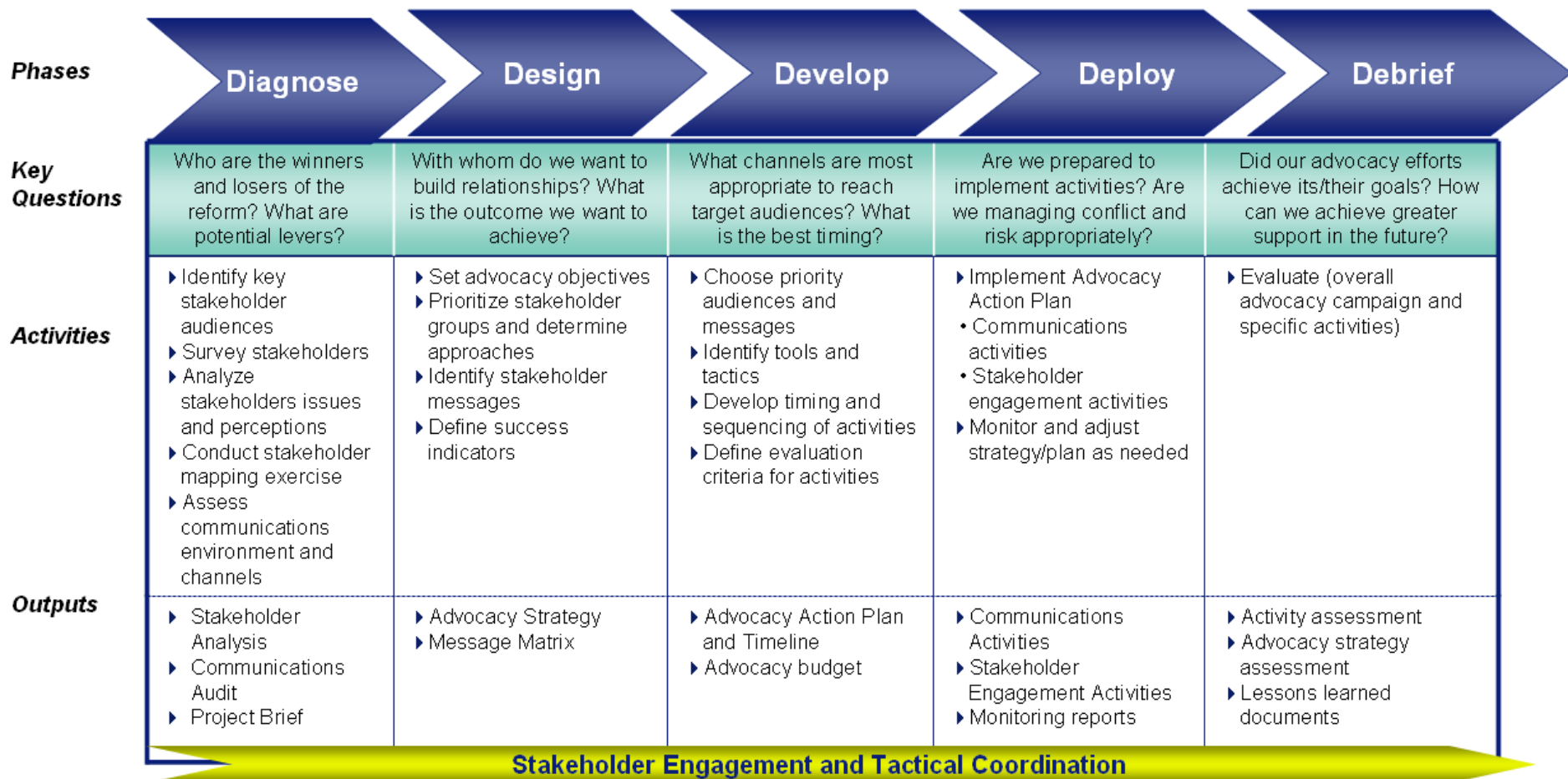
MEASUREMENT

- Measurement DURING the advocacy campaign = survey, polling
- Measuring AFTER the campaign = result/enactment/decision/election
- Survey target audiences (as often as can afford/practical) if enough amounts of messaging done so as to test their results.
- Test the same groups of targets and compare them to each other.
- Measure changes in attitudes and willingness to act, but also exposure to the campaign (i.e. “Have you seen ad or read a story about this, that or the other?”).
- Focus group testing is fun to test messages and especially materials near or at the start of the campaign or to test new ads or materials.

AWARENESS OF AND SUPPORT FOR BUSINESS REFORMS IN BANGLADESH



ADVOCACY CAMPAIGNS, STEP BY STEP



Source: Strategic communications for business environment reforms, World Bank Group, 2007, Rahman Ed

THANK YOU!

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