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# FIRST INTERNATIONAL FORUM FOR NATIONAL TRADE FACILITATION COMMITTEES

*Boosting capacities and partnerships for implementation*

PREMIER FORUM INTERNATIONAL SUR LES COMITÉS NATIONAUX DE FACILITATION DES ÉCHANGES

*Renforcement des capacités et des partenariats pour la mise en œuvre*

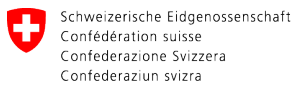
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## How to ensure coordination of national and regional Trade Facilitation Committees

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with support of / Avec l'appui de



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- **What is Coordination?**
  - **Objective of the National Committee**
    - **Who/ What is a Stakeholder?**
  - **Benefits of effective Stakeholder Relations**
    - **Modes of Engagement**



# **What is Coordination?**

# Coordination

- The synchronization and integration of activities, responsibilities, and command and control structures to ensure that the resources of an organization are used most efficiently in pursuit of the specified objectives. 
- Along with organizing, monitoring, and controlling, coordinating is one of the key functions of management.

# Objective of National Committee on Trade Facilitation

**TFA's Article 23.2**

**Facilitate Domestic coordination**

**Facilitate the Implementation of the TFA**

# Stakeholder Engagement

- **Who is the stakeholders of National committees?**

# What is a Stakeholder?

- Institutions/Entities or Individuals that can be internal or external and that may
  - directly/indirectly and positively/negatively
- affect or be affected by an initiative, change or project/programme/Agreement

# Stakeholders of National Committees on Trade Facilitation

- **Regional Bodies**
- International Bodies / Donor Partners
- Private Sector
- Traders
- Communities
- Customs
- Other Bodies agencies, such as  
Phytosanitary, health, immigration, police ect



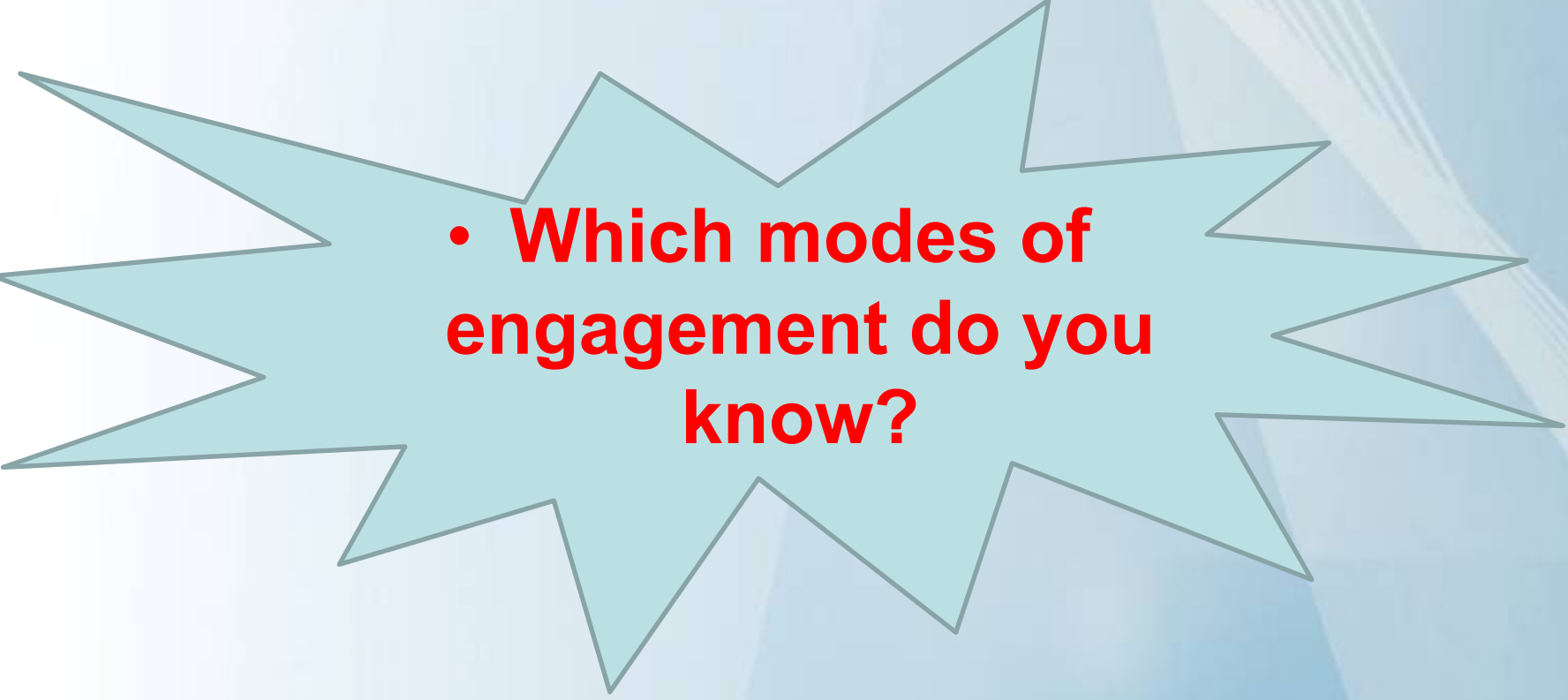
# Benefits of effective stakeholder relations

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**What are the benefits of effective stakeholder relations?**

# Modes of engagement

- Modes of engagement define HOW we are going to engage with stakeholders



• **Which modes of engagement do you know?**

# Modes of engagement

- **5 main modes of stakeholder engagement**
  - **Informing (keeping stakeholders informed about important regulations)**
  - **Consulting (asking stakeholder opinions for improved decision making)**
  - **Involving (work with stakeholders to ensure their needs and concerns are met)**
  - **Collaborating (actively partner with stakeholders to consider options and make decisions)**
  - **Empowering (place final decision making in the hands of the stakeholder)**
- **Another mode of engagement that is also accepted**
  - **Monitoring (observe stakeholder behaviours and compliance)**

# Mode 1- Informing

- **An effective approach to keep stakeholders informed about essential regulations, changes to legal frameworks, internal changes to administrations for improved services**
- **Examples:**
  - **Newsletters for specified recipients, Email communications for specified recipients, Public meetings to provide information; TV spots or news broadcasts**
- **Pros: Less time intensive, efficient, message can be well crafted in advance, may easily reach wide audience**
- **Cons: Passive one-way medium, excludes dialogue, public feedback limited, feels at times distant from clients**

# Mode 2- Consulting

- **Strong approach to ensure feedback and input from a range of stakeholders, helps to “test the waters” especially around controversial or political issues. Based on a principle of two-way dialogue**
- **Examples:**
  - **Public consultation meetings to ensure transparency and fairness, National and international hearings...**
- **Pros: Creates dialogue, makes stakeholders feel heard, good for dealing with politically sensitive issues, likely to lead to more ownership**
- **Cons: May extend over long period, resistance from parties whose views were not included, difficult to balance open consultation with authority to make final decisions**

# Mode 3- Involving

- **Is often used in workshops, local working groups and increasingly through the use of web-based technologies**
- **Pros: helps ensure that stakeholders concerns and needs are consistently understood and considered**
- **Cons: At times lengthy, can become overly politicized, can block instead of facilitate decisions, may be perceived as “closed crowd” to stakeholders not taking part**

# Mode 4- Collaborating

- **Is often used with representative groups (Trade Associations, reference groups) in workshops or via web-based technologies (Web 2.0 tools)**
- **Pros: Helps evaluate options, identify alternatives and make decisions on preferred solutions. Provides for strong ownership of solutions by stakeholders. Particularly useful approach on experimental or pilot projects**
- **Cons: At times lengthy, can become overly politicized, may be perceived as “closed crowd” to stakeholders not taking part and open to accusations of self interest**

# Mode 5- Empowering

- **Most commonly used via web-based technologies or in activities such as joint planning (emergency procedures)**
- **Pros: places final decision making in the hands of the stakeholder and helps facilitate direct dialogue between stakeholders and government (supports the concept of a public service)**
- **Cons: can be perceived as excluding those without access to technology and of being a cost-cutting measure designed to move the burden from the state to the individual/business community.**



# Mode 6- Monitoring

- **Can be used to monitor the behaviour of key stakeholders in order to take precautionary action and be ahead of the game, or to monitor enforcement of and compliance with agreed legal frameworks or laws**
- **Examples:**
  - **Compliance with a new regulation, Stakeholders are changing import/export practices, Observing how international regulations may impact national policies and customs procedures**
- **Pros: If data analysed properly can ensure pro-activity, may discourage non-compliance, may provide systematic updates**
- **Cons: May become over mechanical, data collected is incorrect or not properly analysed, seen as policing rather than two-way partnership**

# Key message

- **Successful stakeholder engagement helps you to achieve your organizational objectives**
- **This is of great importance in your facilitation of domestic Coordination and Implementation of the TFA!**
  - **You need buy-in**
  - **You want to avoid mistakes**

**Thank you for  
your attention**