



Online
Launch Event

TOOLS FOR REFORMING THE BUSINESS ENVIRONMENT

PRESENTING THE INVESTMENT CLIMATE REFORM TOOLBOX

THU, SEP 2, 2021 / 4:00 PM – 5:30 PM CEST

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...before we start

➤ Please mute your microphones.



➤ This session is recorded.



➤ Do you have a questions? Please write it into the chatbox 😊!



➤ **French** translation of the recording of online event available soon.



What is the Investment Climate Reform Facility?



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Agenda

#	What	Who
1.	Welcoming Words	Escipión J. Oliveira Gómez, Organisation of African, Caribbean and Pacific States Miguel Campo-Llopis, European Commission
2.	Introduction to the ICR Toolbox	Ben Fowler and Friederike Strub, MarketShare Associates
3.	Featured Tools	
	Tool 1: GREEN Investment Strategy Diagnostic	
	Tool 2: Gender-Sensitive PPD Checklist	
	Tool 3: Policy Hackathon	Jon Stever, i4Policy
4.	Q&A Session	all
5.	Get in touch with the ICR Facility	ICR Facility

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Investment Climate Reform (ICR) Facility

Objective Support the countries and regional institutions in Africa, the Caribbean and the Pacific in their public-private dialogue process to create a more conducive and sustainable investment climate.

1) Technical Assistance

- Are you a **public or private** stakeholders in an **African, Caribbean or Pacific** country? Do you conduct a business environment reform initiative?
- The ICR Facility offers **technical assistance** of up to 90 expert days for your business environment reform initiative.
- Interested? Check your eligibility and **send a request** via www.icr-facility.eu

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2) DFIs

Strengthening national and sub-regional DFIs countries with tailor-build capacity building

3) Sharing and compiling knowledge

Dissemination and Mainstreaming of best practices and lessons learnt (www.icr-facility.eu)

ICR Knowledge Hub

ICR Blog

Online Events

More information

Website: www.icr-facility.eu

Linkedin: Investment Climate Reform Facility

Youtube: ICR Facility



1. Welcoming Words

ESCIPIÓN J. OLIVEIRA GÓMEZ

*Assistant Secretary General, Structural Economic Transformation and Trade
Organisation of African Caribbean and Pacific States*

1. Welcoming Words

MIGUEL CAMPO-LLOPIS

*Policy Officer Private Sector Development, Directorate-General for
International Partnerships*

European Commission

Question for Participants

Which sector are you working in?

- Public sector/government
- Private sector/business membership organization/chamber of commerce
- International development/international organization
- Other

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2. Introduction to the ICR Toolbox

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MarketShare Associates



Ben Fowler



Friederike Strub



MarketShare Associates is a **social impact-driven** global consulting firm

Our Experience

We have worked on ICR & BER for over a decade both on research and practical implementation across the ACP countries.

Our Mission

Bringing actionable insights to economic development

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2. Introduction to the ICR Toolbox



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Why create this Toolbox, and who is it for?

Hands-on toolkit for BER & PPD:

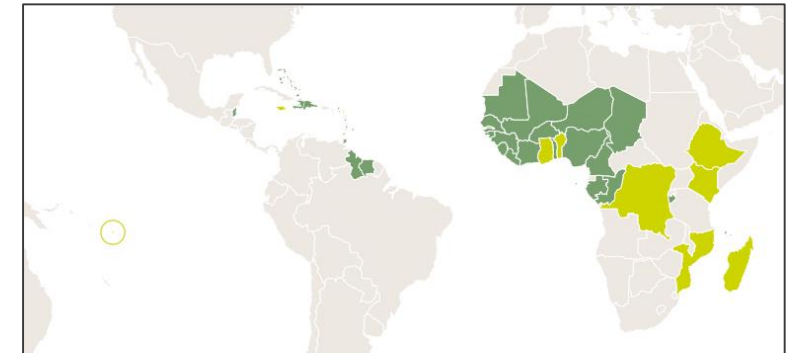
- Determine **what the problem** is, and then select the appropriate tool from the list
- Designed to respond to **common challenges** in improving the business environment
- Focuses on **practical, hands-on tools** that require limited resources and time to apply
- Step-by-step **guidance, templates, resources** and lessons learned

Target group:

- ACP in-country public and private stakeholders
- Donors and development implementing partners are secondary users

Cross-cutting Priorities:

- Public-Private Dialogue
- Green, gender, digital, and fragility



Tool selection criteria

Only Tools!

Focus is only on actual tools that can be applied, not case studies, other ICR toolboxes, etc.

Broad Relevance

Tools are focused on BER but not restricted to specific sectors / policy areas.

Quality

Tools are methodologically sound and perceived to add significant value

Relevant to ACP Policy-Makers & Private Sector

They are publicly available tools, are relevant to ACP countries, and can be implemented straightforwardly

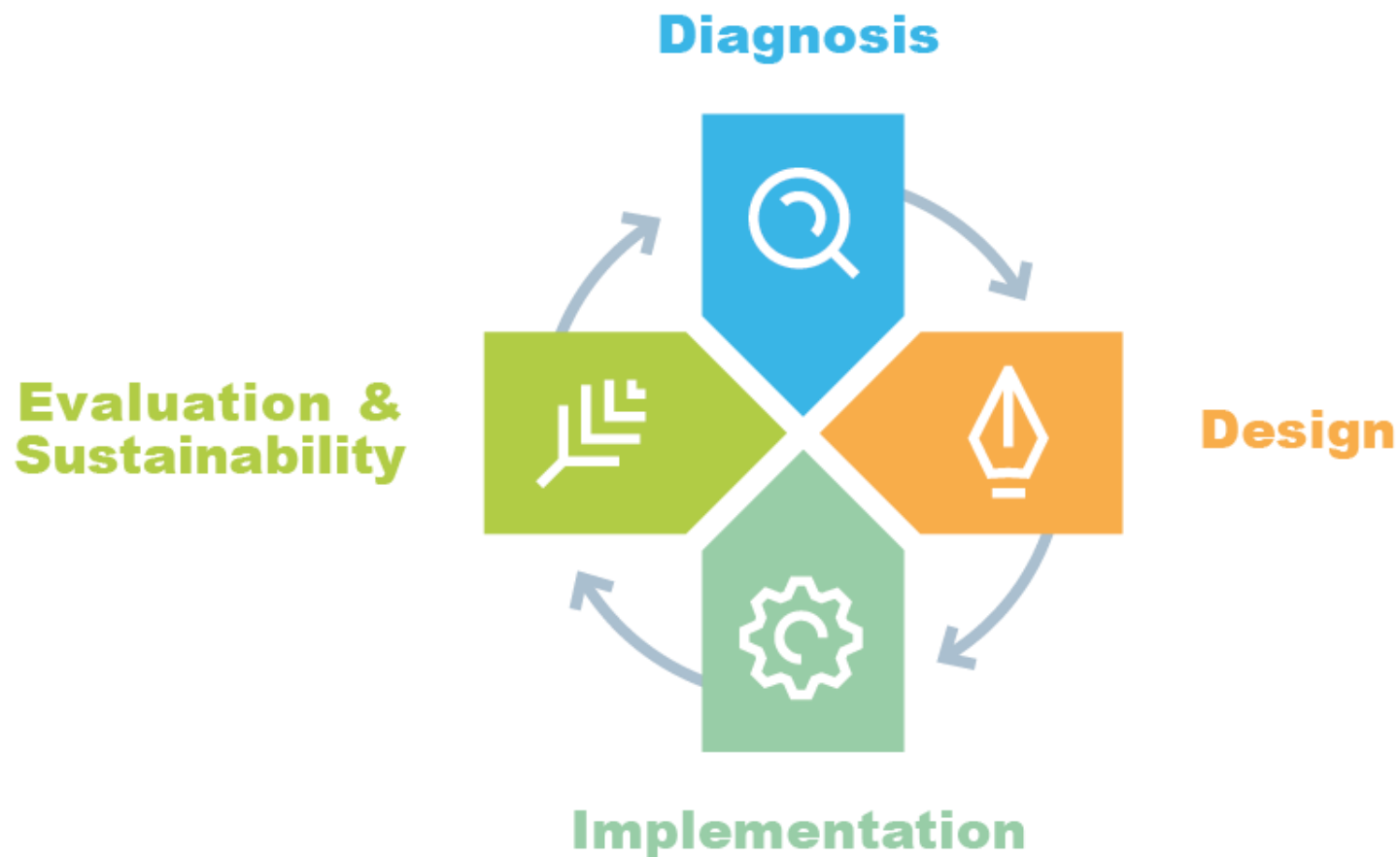
Detailed Guidance Available

The tool has been previously applied in the ACP countries and/or there are case studies and practical guidance

Complementarity

Tools are not redundant, add value to each other, and cover all 4 BER phases

Organized along DCED's 4 BER Phases



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Includes guiding questions to select tools

Guiding Questions for each phase to help select the appropriate tools

IDENTIFYING PRIORITY BER CONSTRAINTS

This section provides quick and practical guidance through the document based on the key BER questions the user seeks to answer, and the reform phase they find themselves in.



QUESTIONS FOR BER	RELEVANT TOOL(S)
What are the root causes of the issues related to BER I'm seeing?	Five Why's and Fishbone tools from the PDIA Problem and Change Space Analysis
What issue(s) related to BER can I most realistically address in my context?	AAA Change Space from the PDIA Problem and Change Space Analysis
What economic issues should I prioritize for reform in order to stimulate economic growth?	Growth Diagnostics
What are the most critical issues related to BER to address within the economic sectors or value chains that I am operating in or working to improve?	Competitive Impacts of Business Environment Reform (CIBER) Policy Hackathon
What are the economic costs of issues related to BER and inefficiencies within the economic sectors or value chains that I am operating in or working to improve?	Competitive Impacts of Business Environment Reform tool (CIBER)
How can I identify and address issues related to BER that have a particularly negative impact on women?	Gender Diagnostic Checklist
How can I ensure that improving conditions for doing business isn't going to harm the environment?	Green Integration Checklist
What are some of the key trade-offs and areas for synergy between my BER goals and environmental goals?	Green Integration Checklist
What strategic approach should I prioritize if I want to initiate reforms that promote green growth and sustainability-focused private sector development?	Green Investment Strategy Diagnostic

QUESTIONS FOR BER	RELEVANT TOOL(S)
What are the key political roadblocks and risks that could derail reform efforts?	Everyday Political Analysis
Are my interventions going to achieve my desired results?	DCED Results Chain
What assumptions could mean my BER interventions don't work like I expect them to?	DCED Results Chain
How can I find diverse perspectives on what type of reform is needed?	Policy Hackathon
How can I understand the perspectives of those who will be affected by and have an interest in reform?	Stakeholder Dialogue Planning Checklist and Assessment
What are the political dynamics that shape how a solution should be designed?	Everyday Political Analysis AAA Change Space from the PDIA Problem and Change Space Analysis
How can I effectively communicate the goals of reform, their potential impact, and our implementation plan?	Writing Effectively Best Practices from the Advocacy Capacity Building DCED Results Chain
Should I hold a PPD (stakeholder dialogue) to inform the design of my BER intervention(s)? Is it the right time and do I have the right conditions in place for it to be successful?	Stakeholder Dialogue Checklist and Assessment
How can I design a business environment reform strategy that effectively stimulates green growth?	Green Investment Strategy Diagnostic
How can I attract investment to more sustainable sectors, innovation, and green firms, and away from polluting and unsustainable industries and practices?	Green Investment Strategy Diagnostic
What are the key social drivers of the behaviors I want to change through this reform effort? How can I adapt the reform design to take these into account?	Behavioral Analysis and Norms Diagnostic (BAND)

Overview of Tools

OVERVIEW TOOLS

TOOL	OBJECTIVE	TARGET GROUP				BER PHASE		
			TIME	EXP.	COST	1	2	3
Gender Diagnostic Checklist	Enable initiators of reform to take a gender sensitive approach to BER, to ensure that reforms empower women equally and do not further entrench gender inequality	Policymaking institutions leading / facilitating the reform initiative, and other high-ranking organizations engaged in the reform process	100%	100%	100%	100%		
Problem and Change Space Analysis (PDIA)	Enable reformers to take an adaptive and learning-focused approach to problem discovery, and to prioritize as well as sequence action steps based on capacity and feasibility.	Public stakeholders / civil servants in the relevant government agencies involved in private sector development	100%	100%	100%	100%	100%	
Policy Hackathon	Facilitate a PPD process with the business community and generate ideas for reform, develop reform proposals based on a deep understanding of their needs.	Private sector actors, e.g. innovation hubs & business community representatives	100%	100%	100%	100%	100%	
Everyday Political Analysis	A practical, hands-on tool that those implementing a BER initiative can use to rapidly analyze fluid political contexts and make fast, informed decisions that consider the political environment	Those working on BER initiatives who rely on political will for effective BER: Public stakeholders in highly political environments, private sector and civil society groups	100%	100%	100%		100%	100%
Advocacy Capacity Building	Build the capacity of advocacy organizations such as Business Membership Organizations (BMOs) to engage in the policy reform process and to advocate effectively for the interests of their members	Private sector and civil society groups	100%	100%	100%			100%
Behavioral Analysis and Norms Diagnostic (BAND)	Identify and understand the social norms that shape the economic behavior of stakeholders in the business environment, design policies that target behavior change, and assess their impact	Public and private sector institutions designing and implementing BER interventions.	100%	100%	100%		100%	100%

OVERVIEW TIME / EXPERTISE / COST

		LOW	MEDIUM	HIGH
	TIME	A few hours – 1 month	1–2 months	3+ month
	TECHNICAL EXPERTISE	Requires experience and general skills, but little specialized expertise / training	Requires some expertise and experience, but not highly specialized	Requires specialized expertise, e.g. training in economics and data analysis
	COST	Relatively low-cost	Requires medium amount of budget	Requires relatively high amount of budget

Question for Participants

Are there specific cross-cutting issues regarding business environment reform that are of particular interest to you?

- Gender
- Green Economy
- Conflict and Fragility
- Digital and Technology
- Other (*please specify in the chat box*)

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A Range of Example Tools Across Phases

COMPETITIVENESS IMPACTS OF BUSINESS ENVIRONMENT REFORM (CIBER)

OVERVIEW	
OBJECTIVE	Shortlist, prioritize and cost the business environment reforms (BER) that will have the greatest impact on value chain competitiveness and are also feasible to address
TARGET GROUP	Stakeholders who have identified one or more value chains that they want to work in or are already working in but are uncertain of which BER constraints to prioritize
TIME	Medium / High
EXPERTISE	High
COST	Medium / High
BER PHASE	



RESULTS CHAINS

OVERVIEW	
OBJECTIVE	Clarify the expected results of a BER initiative, test whether the logic of the intervention is sound, identify critical assumptions that may impede the success of the project and interventions, effectively communicate an intervention or project to stakeholders in a visual format, and determine what to measure to know if your BER initiative is on track
TARGET GROUP	Public and private sector institutions designing and implementing BER interventions
TIME	Low
EXPERTISE	Medium
COST	Low
BER PHASE	



PROBLEM DRIVEN ITERATIVE ADAPTATION (PDIA) – PROBLEM AND CHANGE SPACE ANALYSIS

OVERVIEW	
OBJECTIVE	Enable reformers to take an adaptive and learning-focused approach to problem discovery, and to prioritize as well as sequence action steps based on capacity and feasibility
TARGET GROUP	Public stakeholders / civil servants in the relevant government agencies involved in private sector development
TIME	High
EXPERTISE	Medium / High
COST	High
BER PHASE	

BEHAVIORAL ANALYSIS AND NORMS DIAGNOSTIC TOOL (BAND)

OVERVIEW	
OBJECTIVE	Enable reformers to identify and understand the social norms that shape the economic behavior of stakeholders in the business environment, design policies that target behavior change, and assess their impact
TARGET GROUP	Public and private sector institutions designing and implementing BER interventions
TIME	High
EXPERTISE	High
COST	High
BER PHASE	

PPD Focused Tools

EVERYDAY POLITICAL ANALYSIS

OVERVIEW

OBJECTIVE	A practical, hands-on tool that those implementing a BER initiative can use to rapidly analyze fluid political contexts and make fast, informed decisions that consider the political environment
TARGET GROUP	Those working on BER initiatives who rely on political will for effective BER
TIME	■ ■ ■ ■ ■ ■ Low
EXPERTISE	■ ■ ■ ■ ■ ■ Low
COST	■ ■ ■ ■ ■ ■ Low



ADVOCACY CAPACITY BUILDING

OVERVIEW

OBJECTIVE	Build the capacity of advocacy organizations such as business membership organizations (BMOs) to engage in the policy reform process and to advocate effectively for the interests of their members
TARGET GROUP	Private sector & civil society groups
TIME	■ ■ ■ ■ ■ ■ Low
EXPERTISE	■ ■ ■ ■ ■ ■ Low
COST	■ ■ ■ ■ ■ ■ Low



STAKEHOLDER DIALOGUE PLANNING CHECKLIST AND ASSESSMENT TOOL

OVERVIEW

OBJECTIVE	Conduct effective, well-structured PPD consultations
TARGET GROUP	Private and public institutions/stakeholders that lead/facilitate PPD consultations
TIME	■ ■ ■ ■ ■ ■ Low
EXPERTISE	■ ■ ■ ■ ■ ■ Low
COST	■ ■ ■ ■ ■ ■ Low



GENDER-SENSITIVE PUBLIC-PRIVATE DIALOGUE CHECKLIST

OVERVIEW

OBJECTIVE	Spur out of the box thinking on designing more inclusive PPD formats both in terms of participation in the process and in terms of the outcomes, as well as evaluating previous PPD processes on their inclusivity
TARGET GROUP	Institutions that lead/facilitate PPD consultations, public or private
TIME	■ ■ ■ ■ ■ ■ Low/Medium
EXPERTISE	■ ■ ■ ■ ■ ■ Medium
COST	■ ■ ■ ■ ■ ■ Medium



Each tool chapter includes:

- **Introduction: Purpose, who created it, how has it been used**
- **Tool description: Detailed explanation of how to apply it**
- **Steps of application: Case Study (where available)**
- **Integration of PPD and cross-cutting themes**
- **Lessons learned and success factors**
- **References and resources**



3. Featured Tool 1: Green Investment Strategy Diagnostic

MarketShare Associates

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GREEN (Green Reform of the Enabling Environment) Tools

Development of the GREEN Tools

- Reviewed tools & research from DCED, UNPD, OECD, etc.
- Many resources on macro policy for green growth and/or targeted at development audience
- Few resources on green BER / tools for policymakers
- Interviews, desk review & expert feedback
- Developed 2 GREEN tools:
 1. Green Integration Checklist
 2. Green Investment Strategy Diagnostic



GREEN INTEGRATION CHECKLIST

OVERVIEW

OBJECTIVE	Enable policymakers to structure initial thoughts on potential trade-offs and areas for synergy between environmental and growth goals
TARGET GROUP	Policymakers/economists in the relevant ministries
TIME	Medium-High
EXPERTISE	Low
COST	Low
BER PHASE	DIAGNOSIS → DESIGN → IMPLEMENTATION → EVALUATION

GREEN INVESTMENT STRATEGY DIAGNOSTIC

OVERVIEW

OBJECTIVE	Enable policymakers to develop a targeted strategy to spur green investment as part of wider business environment reform efforts
TARGET GROUP	Policymakers in the relevant ministries, esp. investment promotion agencies
TIME	High
EXPERTISE	High
COST	High
BER PHASE	DIAGNOSIS → DESIGN → IMPLEMENTATION → EVALUATION

Green Investment Strategy Diagnostic

OVERVIEW

OBJECTIVE Enable policymakers to develop a targeted strategy to spur green investment as part of wider business environment reform efforts

TARGET GROUP Policymakers in the relevant ministries, esp. investment promotion agencies

TIME  Medium–High

EXPERTISE  Medium–High

COST  Medium–High



1. Encouraging existing firms to become more sustainable;

 **Strategic Objective I**

2. Supporting the start-up and growth of new green firms; and

 **Strategic Objective II**

3. Attracting FDI to sustainable sectors and away from polluting sectors.

 **Strategic Objective III**

Green Investment Strategy Diagnostic

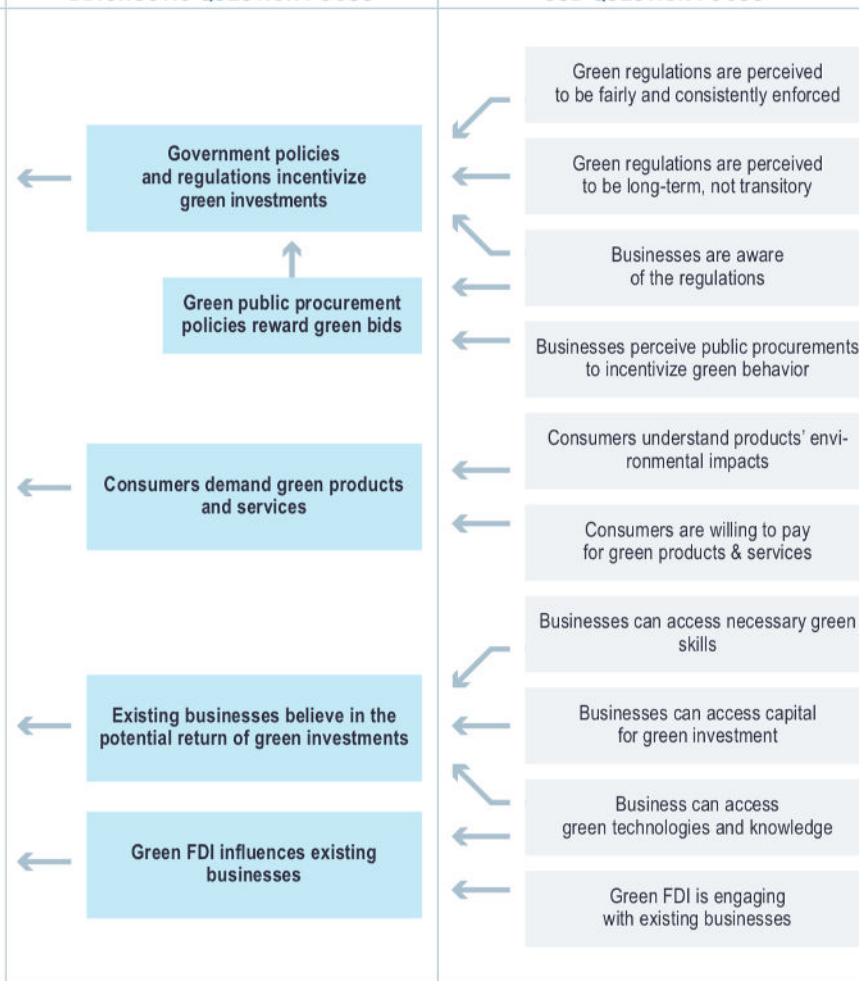
DIAGNOSTIC FRAMEWORK FOR ENCOURAGING GREEN INVESTMENT BY EXISTING FIRMS

STRATEGIC OBJECTIVE I

DIAGNOSTIC QUESTION FOCUS

SUB-QUESTION FOCUS

Existing businesses make green investments



SUB-QUESTIONS	RATIONALE	POTENTIAL POLICY OPTIONS & EXAMPLES
PRIMARY DIAGNOSTIC QUESTION 1 What is the current level of green investment by existing firms?		
<ul style="list-style-type: none"> What are the trends in green investment by existing firms? Is it increasing or falling? How does the level of investment compare with other similar countries? What has prevented businesses from making green investments, if anything? 	Current investment patterns reveal the extent to which existing firms are already seeing and making green investments, and thus the extent to which this should be a priority for business environmental reform.	<i>If green investment levels are sub-optimal, refer to the policy options below based on the drivers of low investment.</i>
DIAGNOSTIC QUESTION 2 Do governmental policies and regulations encourage green investment?		
<ul style="list-style-type: none"> Are businesses aware of the green regulations relevant to their businesses? Do businesses perceive green regulations to be fairly and consistently enforced? Do businesses expect green regulations to be maintained over the medium-term? 	Firms will be reluctant to make green investments if they expect environmental regulations to be discarded within a few years, there are significant loopholes, they are not aware of them, or they do not provide adequate incentives to do so.	<ul style="list-style-type: none"> Create a transparent legal environment that provides confidence to businesses to make investments in sustainability with long pay-off timelines. This includes clear, long-term green growth policies that provide planning stability. Avoid or eliminate green growth policies that allow for excessive discretion, regulatory exemptions and repeals that reduce the overall strength of environmental protections and incentives. Shift sectoral subsidies away from polluting and towards green industries. Ease the compliance costs and administrative burden generated by environmental policies (without compromising environmental protection). For example, invest in digital systems to streamline administrative procedures and enhance transparency for firms, by enabling them to follow the status of their procedures online Introduce a risk-based prioritization of firms/sectors when it comes to monitoring of adherence to environmental standards, simplifying or reducing supervision needs for low-risk firms/sectors (e.g. reducing the number of auditing visits for sectors with generally lower pollution) vs. higher-risk firms/sectors that need to be more regularly monitored.
DIAGNOSTIC QUESTION 3 Do public procurement practices effectively encourage the selection of more environmentally-sensitive products, and product and business model innovation?		
<ul style="list-style-type: none"> Do businesses feel that green is meaningfully incorporated into public procurement? Are past public procurements perceived to have incentivized green behavior? 	Public procurement can create a strong incentive for green investment, as it represents 25–30% of GDP in many developing countries.	<ul style="list-style-type: none"> Introduce or expand green public procurement policies (e.g., making gov buildings energy efficient, or purchasing products & services from business certified as "sustainable" through a separate certification scheme) Introduce stronger competition in priority sectors that may be strongly consolidated or monopolized, such as energy/electricity or waste disposal.

Steps of Application

1. **Conduct strategy workshop.** Apply the diagnostic frameworks to identify priority strategic objectives. Map the stakeholder and industry landscape and conduct an initial capacity assessment.
2. **Gather policy options.** Collect data on the diagnostic questions, including via PPD consultations to gather feedback. Gather initial policy ideas, vet and validate them.
3. **Strategy development & policy design.** Use the findings to select policy priorities and a **targeted strategy** for green private sector development with short, medium and long-term goals, as well as priority sectors. Select “quick win” areas and sectors for piloting new initiatives and reforms.

WORK PLAN

TASKS	LOE RANGE	M1	M2	M3
STEP 1 Strategy Workshop	3–4 weeks	x		
STEP 2 Validate policy ideas and gather feedback	6–8 weeks	x	x	
STEP 3 Strategy development & policy design	4–6 weeks		x	x

Port Waste Management in Indonesia

Poor management of ship waste in ports. Problems:

1. Lack of a functioning waste management system
2. Inefficient reporting and cumbersome rules for collection and delivery
3. Limit on the number of firms providing waste management services

New waste management system developed with help of World Bank:

1. New online system for early ship waste notification
2. Online application to connect shipping agents to waste management operators

This initiative successfully combined several green and BER goals:

1. Improved the business environment both for new green firms (waste managers) to launch and for existing shipping firms to operate more effectively in better port infrastructure;
2. Decreased pollution from the ports / seawater; and
3. Increased the government’s capacity that may be deployed more widely

Lessons Learned & Success Factors

Strong environmental policies are a prerequisite. Green BER cannot substitute for weak environmental standards.

Leverage business confidence and legal obligations. Corporate social responsibility is a much weaker and more tenuous incentive for green investment. “Push” and “pull” strategies can work together, but only if there is confidence that green policies will endure.





3. Featured Tool 2: Gender-Sensitive PPD Checklist

MarketShare Associates

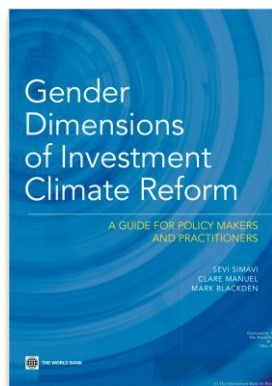
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Gender-Sensitive PPD Checklist



GENDER-SENSITIVE PUBLIC-PRIVATE DIALOGUE CHECKLIST



OVERVIEW

OBJECTIVE	Spur out of the box thinking on designing more inclusive PPD formats both in terms of participation in the process and in terms of the outcomes, as well as evaluating previous PPD processes on their inclusivity
TARGET GROUP	Institutions that lead/facilitate PPD consultations, public or private
TIME	■ ■ ■ ■ ■ Low/Medium
EXPERTISE	■ ■ ■ ■ ■ Medium
COST	■ ■ ■ ■ ■ Medium
BER PHASE	

MANDATE AND INSTITUTIONAL ALIGNMENT

What were or are the objectives of the PPD, and what was or is its mandate toward the government and the private sector? How does it fit with current institutions?

STRUCTURE AND PARTICIPATION

How is the PPD structured; does it enable a balanced and effective participation?

CHAMPION(S) AND LEADERSHIP

Has the PPD identified champions, and how has it tried to leverage them over time to impact the effectiveness of the dialogue process?

FACILITATION AND MANAGEMENT

Did the PPD engage suitable facilitators and/or managers? How has their role been defined? Have they managed to effectively ensure cohesion and performance? What conflicts did they manage, and how did they resolve these?

OUTPUTS & OUTCOMES

What outputs does the PPD produce, and under what internal processes? Have outputs from the PPD contributed to agreed-on private sector development outcomes in the shape of structure and process outputs, analytical outputs, or recommendations?

OUTREACH AND COMMUNICATION

Has the PPD communication enabled a shared vision and understanding through the development of a common language and built trust among stakeholders?

SUBNATIONAL

Has the dialogue been conducted at all levels of decision making down to the most local level possible involving microentrepreneurs, SMEs, and local stakeholders?

SECTOR SPECIFIC

Have sector-specific or issue-specific public-private dialogues been encouraged?

INTERNATIONAL ROLE

Does the PPD represent and promote national and regional interests of both public and private actors in international negotiations and international dialogue processes?

POST CONFLICT/CRISIS RECOVERY/RECONCILIATION

Has the PPD contributed to consolidate peace and rebuild the economy through private sector development in post conflict and crisis environments (where applicable), including post-natural disaster?

DEVELOPMENT PARTNERS

How dependent is the PPD on the input and support of donors? How has the donor agenda affected the decisions of the PPD?

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Steps of Application

Evaluation Framework:

1. Develop a **survey** tailored to the local policy/reform context (3 days)
2. Send and promote this survey to a wide range of stakeholders engaged in the policymaking process (3-4 weeks to send and receive back)
3. Collect the responses, analyze **major gender gaps**, and develop **proposals** to address them (1-2 weeks)
4. Critically reflect on your own organization's practices and make **specific public commitments to changes** you aim to implement. (1-2 weeks)

Benchmarking Tool

1. Convene a **workshop of local women entrepreneurs** and use checklist to identify key issues in current PPD structures. (1-2 days)
2. **Prioritize the key issues** and facilitate the development of an **Action Plan**
3. **Disseminate** the Action Plan. (3-4 weeks)

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WORK PLAN

TASKS	LOE RANGE	M1	M2
STEP 1 Survey design	3 days	×	
STEP 2 Data collection	3–4 weeks	×	
STEP 3 Data analysis & proposal development	2–3 weeks		×
STEP 4 Organizational commitments	1–2 weeks		×



Cambodian Women Entrepreneurs Association

- IFC and the Cambodian Ministry of Women's Affairs hosted a workshop for Cambodian businesswomen to identify BER and PPD priorities.
- 1. Establish a new women's business association
- 2. Bring women representatives to existing sectoral PPD Working Groups
- Cambodian Women Entrepreneurs Association established in 2012, participates in all the Working Groups of the existing PPD mechanism.

Lessons Learned & Success Factors

Be specific. Avoid broad and intangible organizational commitments to gender equality, and instead make concrete, achievable proposals with targets and timelines.

Think about the Political Economy, and Look for Allies. There will be vested interests to defend the status quo and keep other voices out. Getting commitments from key decisionmakers, “gender champions”, and influential organizations will be key.

Mainstream a gender perspective. Rather than *only* establishing a separate “Women’s Working Group/Committee” within the PPD structure, seek to make social inclusion part of the already existing committees to integrate women’s concerns across BER topics.



3. Featured Tool 4: Policy Hackathon

Jon Stever, i4Policy

Policy Hackathon




POLICY HACKATHON

OVERVIEW

OBJECTIVE Facilitate a PPD process with private stakeholders and generate ideas for reform, develop reform proposals based on a deep understanding of their needs

TARGET GROUP Private sector actors, e.g. innovation hubs and business community representatives

TIME  Low/Medium

EXPERTISE  Low/Medium

COST  Medium

BER PHASE

DIAGNOSIS 

DESIGN 

IMPLEMENTATION 

EVALUATION 

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Steps for Application

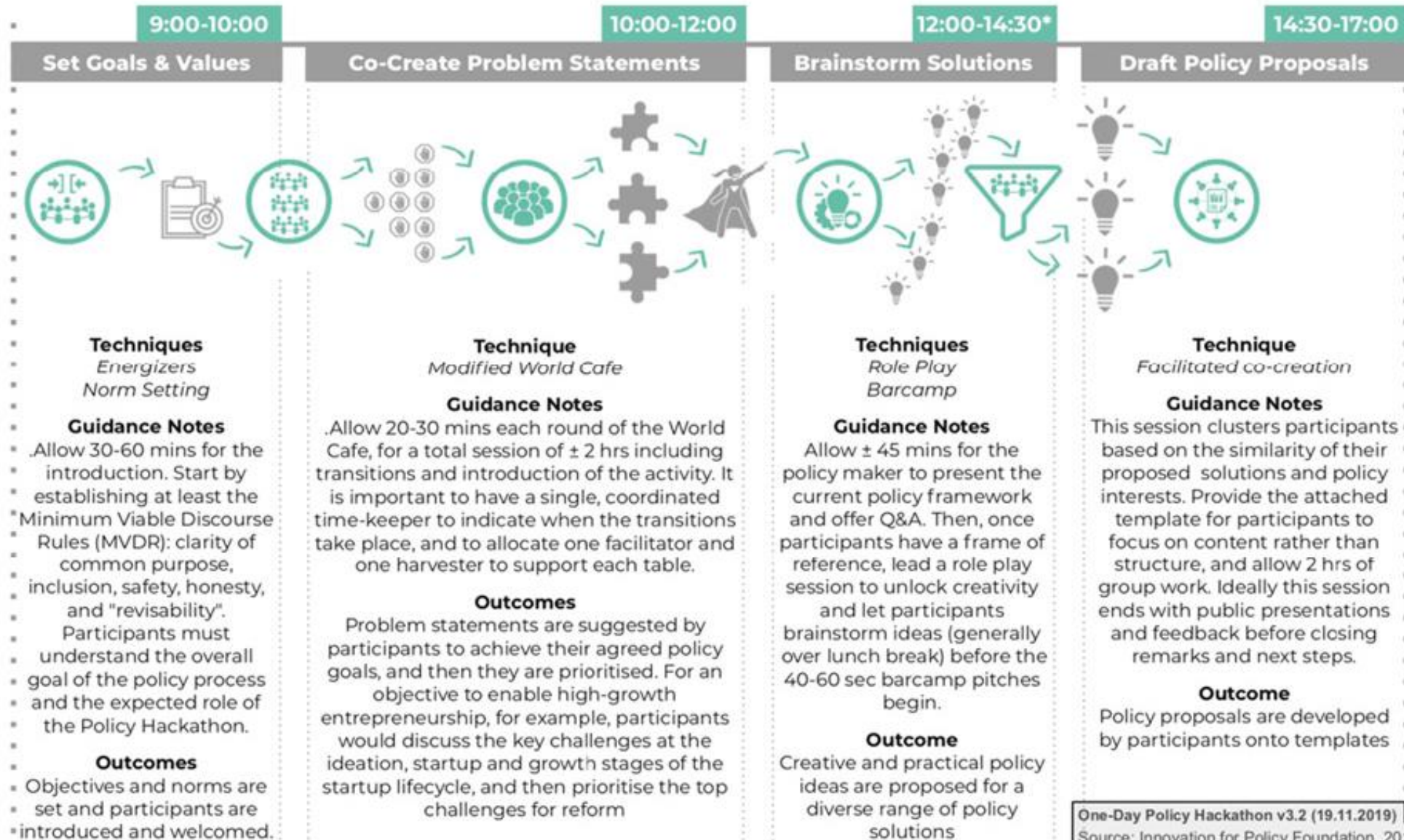
WORK PLAN

TASKS	LOE RANGE	M1	M2
STEP 1 Preparation of the Hackathon	1 – 3 weeks	x	
STEP 2 Initial outreach (e.g. webinar) & selection of participants	2 weeks	x	x
STEP 3 Delivery of hackathon	1 week		x

Cost Items (for facilitators):

- 6 weeks of labour in preparing and delivering
- Booking rooms and purchasing workshop materials
- Additional cost of public communication and dissemination (e.g. social media campaign)

Unite, Define, Prioritise, Ideate and Design



* The indicative schedule for the brainstorm session includes lunch


Senegal: i4Policy process

- 2. Hackathon Training 
- 3. Policy Hackathon 

Timeline

29 May 2018

19 -21 July 2018


1. Round Table 



Policy Hackathon



Co-Creating the Senegal Startup Act

 BY-SA

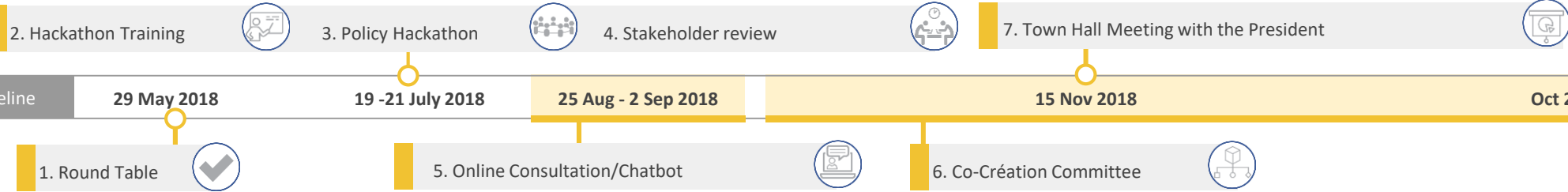
Source: Innovation for Policy Foundation, 2020.

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Senegal: i4Policy process

Co-Creation Committee



Co-Creating the Senegal Startup Act
 Source: Innovation for Policy Foundation, 2020.
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▶ Senegal Startup Act

An innovative process to co-create a revolutionary law!



i4Policy - the law-making process



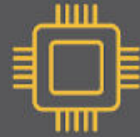
1000+ citizens engaged



50+ co-creation activities



20 iterations of the Startup Act



Innovative platforms, like the Facebook consultation chatbot

Startup Act - Benefits for Senegalese Startups*



Easier access to information



Reduced taxes



IP support



Grants and loans for startups



Growth support for startups



R&D support



Public procurement preference



Privileged access to .sn

**The process of labelization is pending an upcoming Government decree.*

2020 Finance Law - Benefits for ALL small businesses



Taxes simplified from 11 different rates to 2 rates



Registration fees reduced by 60%



3yr tax holiday

Join the #i4policy movement

Share your vision for Africa's digital transformation

i4policy.org/manifesto

Co-Creating the Senegal Startup Act

BY-SA

Source: Innovation for Policy Foundation, 2020.

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Read the Sen Startup Act: bit.ly/senstartupact Read the Finance Law: bit.ly/senstartupact_finance

Read the note de service: bit.ly/senstartupact_DGID

Lessons Learned & Success Factors

Be clear in advance about roles & participation.

Hackathons should be driven by a diverse set of participants from the business community, including open and curated invitations to entrepreneurs, students, influencers, lawyers etc. Government reps come in as active listeners during the Hackathon, and important champions of its outcomes after.

Articulate a clear common goal. Creativity is key to the Hackathon, but participants need to agree on the common purpose – “what are we trying to solve”.

Embed the Hackathon in the existing policy cycle. Take into account the existing change space, political priorities, timing and windows of opportunity, to embed the Hackathon into an existing policy process and sequence activities right.



7. Q&A Session

Do you have a question?

Please write your question into the chat box!





Question for Participants

Would you be interested in an extended, virtual training course on BER tools and how to apply them in practice?

- Yes
- No
- Maybe

- **Are you a public or private stakeholder in an ACP country?**
- **Do you want to improve your business environment for supporting women's economic empowerment?**

The ICR Facility can support you with technical assistance of up to 90 expert days.

Check the eligibility criteria on our website and send us a request via the online request form.

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Thank you for your feedback!



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