



MULTISTAKEHOLDER ENGAGEMENT

A Lao Case Study

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What did we do in Lao?

Drove a material change in the operating environment in Lao by partnering across multi stakeholder groups to achieve shared outcomes which were beneficial for business and for the broader community

In 2016 we:

- ▶ **Drove the implementation of the UN WEPs across 11 banks and private sector organisations**
- ▶ **Worked on strategic initiatives with 3 UN bodies to help to uplift local communities in which we operate including:**
 - ▶ **UN Women – Women’s Empowerment Principles, DFAT and ASEAN Australia Business Council for Women in Leadership**
 - ▶ **UNDP – Financial Literacy Training for projects**
 - ▶ **UNODC – AML/CTF and compliance training and uplift**
- ▶ **Trained and partnered with Government and the Lao Women’s Union on key technical assistance programs**
- ▶ **Lobbied and submitted papers to the Lao Government on behalf of the foreign chambers to implement change to encourage Foreign Direct Investment**

How did we build consensus across multi stakeholder partnerships?

- ▶ Identify key stakeholders outside your sphere of influence and include them in discussions from the outset of your project.
- ▶ Ensure you understand their motivation for joining the discussion and ask yourself why the issue might matter to them.
- ▶ Determine what the outcomes you are looking to achieve look like and work to that agenda.

How did we overcome challenges in mobilizing and sharing resources?

- ▶ Identify where technical assistance can be leveraged with no cost from key stakeholders.
- ▶ Look for stakeholders with an interest in rolling out pilot programs.
- ▶ Invite as many relevant stakeholders to the table as possible in the first instance.

Key Learnings



- ▶ There is a great deal of goodwill in public and private sector and a willingness to partner on issues that are key to helping communities thrive.
- ▶ The key is to identify where each stakeholder will benefit from a partnership on these issues and where it aligns with their organizational goals and work from there.