

Overview of stakeholder engagement approaches to support enhanced financing

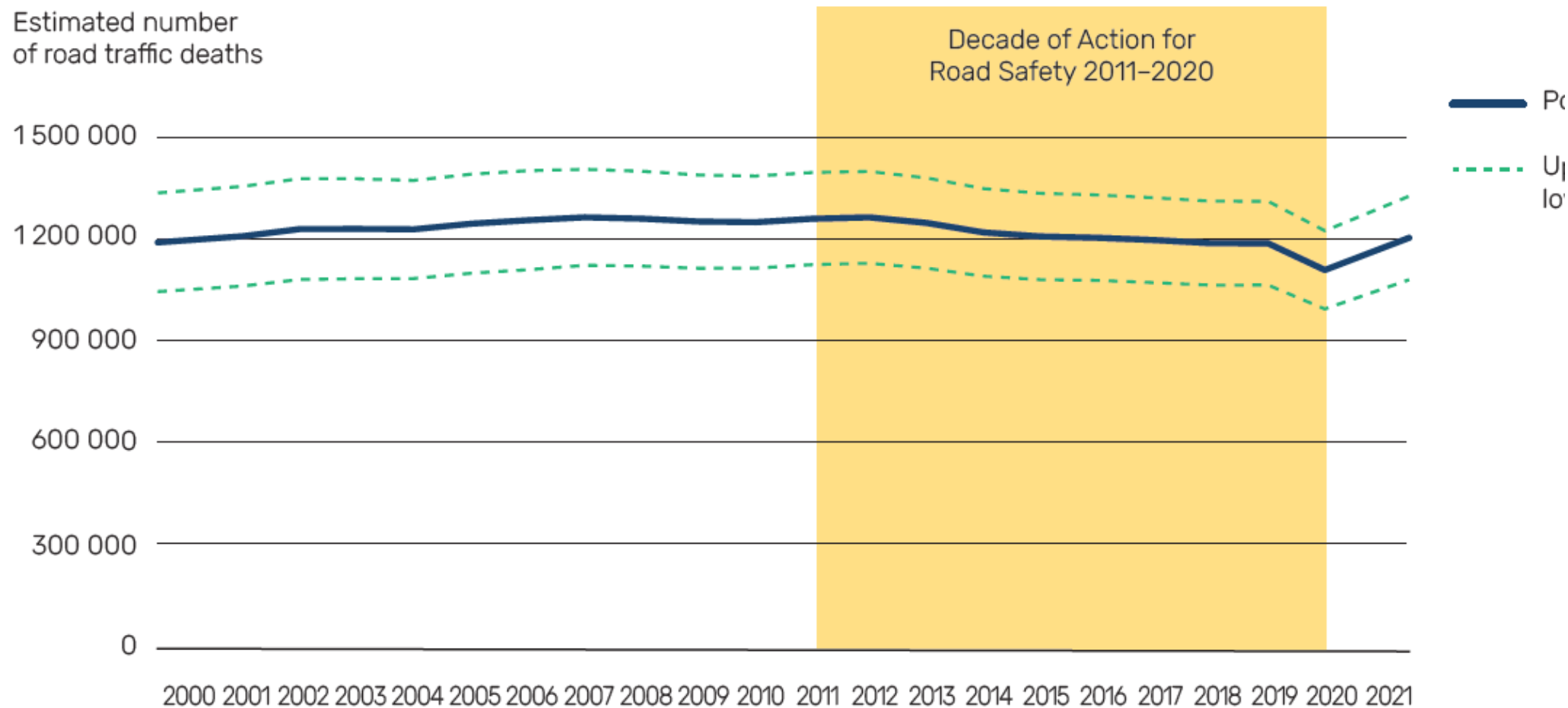
Road Safety Capacity Building Program Webinar Series

Blaise Murphet

About Me

- Government, stakeholder and community engagement
- Road safety and sustainable transport
- Support to more than 40 countries
- Worked directly to support Asian Development Bank, World Bank, GRSP, FIA Foundation, TAC, YOURS, Johns Hopkins University, The George Institute for Global Health, Transport NSW

Fig. 5. WHO estimated number of road traffic fatalities, 2000–2021



We have funding mechanisms & commitments

Financing Road Safety

Catalyzing the Sustainable Finance Market to Bridge the Gap

A Guide to Identify and Finance Eligible Road Safety Projects with Sustainable Finance Instruments

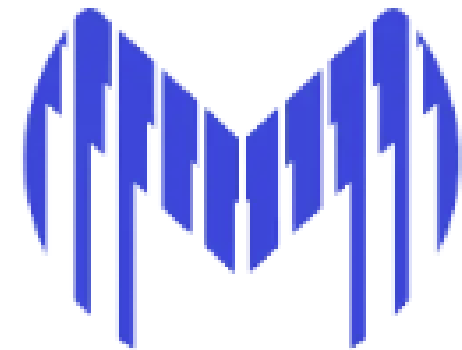


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ADB is dedicated to making a tangible difference to save lives on roads across the region with an anticipated investment of \$2.3 billion available to our member countries over the next decade.

Fatima Yasmin
ADB Vice-President for Sectors and Themes

ADB



**MOTOR VEHICLES
INSURANCE LTD**

But we still have a big gap



117 countries report having a national road safety strategy, while just 16 of these strategies are fully|funded.

How can proper planning for stakeholder engagement help?

- Every interaction is an opportunity to ‘plant the seed’ for a potential funding source or partnership – but we often only focus on our sector
- How ready are you and your team to capitalise upon this and integrate road safety into finance and funding agendas?
- How often are you bringing road safety into discussions led by MoF or relevant funders?
- **Planning can:**
 - Ensure you know the right stakeholders to talk to (and even those that don’t appear to be obviously the ‘right’ stakeholders)
 - Ensure you have the **right data, facts and stories for the right stakeholder**
 - Ensure that you know the best ways to communicate with them
 - Ensure your team are all on the same page

Talk to 'them' not 'you'

- Make sure to comprehensively update the 'areas of interest' mapping for stakeholders
- Try to put yourself in their mind – why should they care about your issue? What are the different economic cases/

Areas of
Interest/Key
Concerns

List down the key points of your issue	For each item list down how it could relate to their interests
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- Identify/generate data, facts, stories to match the **SECOND COLUMN** to match your existing data, facts, stories from column one

Plan where and how you will communicate

- Map upcoming opportunities (meetings, workshops, events, online)
- Strategically invite to your opportunities – or create those opportunities if you need to – this can be reciprocated
- Establish formal collaboration opportunities
- Find ways to integrate your road safety issue into aligned opportunities

Key actions	Key barriers	Key tactics	Key data to help influence	Risks	Mitigation
<i>What actions do you want this stakeholder to complete or assist with?</i>	<i>What is likely to prevent them from supporting?</i>	<i>How will you engage the stakeholder to support the trial?</i>	<i>What data sources will help to convince the stakeholder and how would it need to be presented?</i>	<i>Does this stakeholder pose any risks for your initiative? How will you address these?</i>	<i>How will you mitigate any risks identified?</i>

Keep your team aligned

- Generate ownership of the stakeholder engagement plan and communication opportunities
- Keep a stakeholder communication tracker

Audience/Stakeholder	Contact	Communication Activity	Timing	Status	Responsibility
PS, Ministry of Finance	Secretary@gmail.com	Committee meeting Finance seminar Joint media conference for launch	Q1 – Q4	Ongoing	Road Safety Manager Finance Officer

Implement!

- Keep innovating and thinking about how to generate and identify data, evidence, facts and stories that match the agenda and interest of finance and funding stakeholders
- Diversify the messengers
- Keep updating your plans – don't think that they must be inflexible.
- If you find that your messages aren't getting impact – change the message

Thank you!

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