

# Business Advocacy CEFE Advocacy



## In Practice

The Agormanya Sweet Potato Farmers Association (ASPFA) based in Agormanya, a small town in the Lower Manya Krobo District in the Eastern Region has 170 members, with 70 of them being women. One major problem that has plagued the group over the years is the perennial unavailability of quality vines (high yielding and disease free varieties) within the reach of farmers for cultivation during the cropping season. In an attempt to solve this problem, the association embarked on an advocacy program to persuade the appropriate state authorities, such as the Ministry of Food and Agriculture (MOFA) to assist them in setting up a sweet potato vine production center in Agormanya.



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Business advocacy seeks to influence relevant public and other officials to bring about change. Effective dialogue between the public sector and the business sector is limited. The public sector seems to have limited understanding of the needs of the private sector in spite of the fact that the need for a strong private sector has been widely recognised as key to national development or growth via a more supportive environment for the business community.

Individual businesses and business associations have very little control, on the business environment. Yet the public sector which regulates the business environment seems to have limited understanding of the needs of the private sector as far as the conditions for operating profitable businesses are concerned.

A more effective dialogue would lead to: A better environment for doing business; increasing tax revenue; greater participation of the private sector in the governance processes; and more transparent regulatory functions

The greater the capacity of the private sector to advocate, the stronger their voice in a public-private or general public-private dialogue is.

## Deliverables

**Why Advocate:** Under this theme, we deal with the importance of the Private Sector to economic development; Regulations and the business environment; Advocacy and Private Sector Advocacy.

**How to Advocate:** This deal with problem identification; Research for Advocacy to understand the problem; Planning an Advocacy Action: defining objectives, activities, expected results, impacts, and indicators; Preparing Advocacy Proposals; Follow-up and Implementing Agreements.

**Sustaining Advocacy:** Under this, we look at the Building Blocks of Successful Associations; dialogue simulation etc.

## Instruments

Case studies, group work, presentations, role-plays and structured learning experiences (SLE)

### Duration of service

Single planning intervention: ~ 1 week  
Entire Business Advocacy process management, incl. coaching during implementation: ~ 6 months +  
Training of Business Advocacy facilitators: should be integrated into Business Advocacy process management (above).