Involving stakeholders, decision makers and donors in animal welfare
• Started by sharing learnings from participants on their past experiences with engaging stakeholders (and donors) in the process of implementing OIE animal welfare standards:
  – What had worked well
  – What hadn’t work so well
• Progressed to ‘brainstorming’:
  – What might work
  – What is unlikely to work
• From this we distilled some overarching principles
Overarching Principles

• Many barriers to implementation
  – eg in the case of private sector, fear of gov’t coming into / examining / interfering in your business

• How can these be overcome?
  – **Trust** - essential to develop mutual trust between all stakeholders
  – **Increased transparency** – all parties need to be more open
    – but only possible if have mutual trust
  – **Common purpose** – more likely to be successful if can demonstrate a common purpose
    • People want to know what’s in it for them
    • Need to be able to communicate advantages of implementing / complying with new standards
    • Facilitated by delivering clear messages about what we are aiming to achieve
    • Acknowledge that there may be limits to which this is possible
Overarching Principles

How can these barriers be overcome?

- **Create “ownership”**
  - By all parties, but particularly by those who have to do the implementation on the ground
  - **Don’t rush** the process!
    - Need to make sure you take people with you, not leave them behind
  - Need to aim to build a **culture** of care and respect for animals in all communities
  - **Be inclusive** - involve all of the community that is affected
Overarching Principles

• How can these barriers be overcome?
  – **Be inclusive** - involve all of the community that is affected
  – Need to be **practical and pragmatic** about what is possible, and in what timeframe (may be different in different regions)
  – Need to recognise that animals are critical to some communities’ livelihoods and their lifestyles
  – **Make it simple and be mindful of the cost burden of compliance**
    • Harmonisation of standards essential
    • Don’t complicate the issue by having multiple systems
    • Avoid duplication of standards and certification systems
“How To” Involve Stakeholders?

• Must first know who your stakeholders are!
  – What is the extent of the community that is affected?
• Have to get to know them and where they are coming from
• Need to be inclusive / consult with all parties (not just those most directly affected)
• How you manage this process may be different in different countries
  – eg may bring all parties together so that they all understand where each other is coming from and what their values are
  – may need to engage separately
  – may perhaps start by engaging separately, and when confidence in the process and trust in the other parties grows, then start involving all parties together
• But ultimately, must
  – Respect different attitudes, values and perspectives
  – Respect (and accept) that there may limits to acceptance
Beyond these general principles of engagement:

• The approach needs to be tailored to a country’s / region’s specific circumstances

• There is no “one size fits all”
  – Eg Top down approach
    • is not the best approach in many countries
      ➢ Leads to resistance, stifles understanding and acceptance and becomes an impediment to seeking a common purpose and seeing common solutions
    • But in some regions, is the only approach likely to be effective
      – ie “this is the law and you have to do it”
Tailoring approach to specific circumstances

• In some regions eg Africa, stand alone animal welfare programs won’t work!
  – Must be integrated into livelihood programs
• “All livelihood programs should aim to have an animal welfare component integrated in them”, wherever feasible
• Need better coordination of support programs may facilitate this!
Role of the Focal Point at the National Level

• Could have a greater role to play:
  – in coordination of activities and projects
  – in strengthening the relationships between people working (on animal welfare related issues and projects) on the ground

• Need to be more visible
  – May need to be better resourced to become more visible
  – If animal welfare is a priority, then perhaps priorities of Focal Points needs to be changed to reflect this?
• Because there is no single approach to how to involve stakeholders, perhaps OIE could prepare a ‘toolkit’ of experiences / learnings and materials from different countries that have been through implementation process
  – Sharing of what approaches have been used, what worked, what didn’t, what were the learnings