

**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 be 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