

PublicAffairsAsia



PROJECT REORT

This research, infographic and breakout session (held at The 2015 SharingValueAsia Summit in October) was effectively completed in December 2016. Any major variations in timeline or spend are addressed in this report. The programme seek to examine private sector drivers, motivation and engagement strategies involved in the formation of tri-sectoral partnerships. It sought to develop greater understanding and build capacity which can be harnessed to create impactful CSR and shared value partnerships in Asia Pacific. Work commenced on August 1, 2015 and the project was completed in early December. Some changes to the original plan took place, most notably on scheduling. The original plan saw a draft infographic circulated at The SharingValueAsia Summit. Instead, the Summit formed the final part of the fieldwork research with some interviews and the workshop being used to formulate the final research phase for information and opinions included in the Infographic. A copy of the infographic and supporting invoices/receipts is attached with the original email containing this report.

Craig Hoy
Executive Director
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This project deliverables were:

Phase One:

Outcome: New research was conducted via our network and among a tri-sectoral group of targets. Data and research was drawn from a short survey and via qualitative elements undertaken at the “Partnering for Sustainability: Scaling Partnerships for Scaled Impact” workshop.

Phase One Timeline:

- *August 7: Develop key survey Qs and create a short online survey.*
- *August 21 – October: Promote online survey and run fieldwork for six weeks (five weeks longer than planned). Note that some surveys were completed at the 2016 SharingValueAsia Summit*

Resource required:

Eight days of PAA staff time (Mark O’Brien/Craig Hoy/Khun Mit) for survey authorship, creation of online survey, survey fieldwork promotion. Note that was two more than estimated, taking into account some interview time and tele-chasing of survey participants.

Total seven days of staff time – one additional day to original estimate

Phase Two:

A digital and restricted print run infographic outlining the essentials for scaleable multi-sector collaboration was produced and distributed via PublicAffairsAsia and our SharingValue.Asia platform.

Outcome: An infographic and accompanying one page note which was distributed among key stakeholders to create awareness of the drivers of partnership and the steps required to build capacity and develop CSR initiatives around business and anti-corruption, business and human rights,

food security & sustainable agriculture.

Note based on feedback this was compiled AFTER the SVA Summit so it could incorporate summit findings.

Phase Two Timeline:

- **Mid-October: Compile and analyse survey findings and augment with roundtable qualitative findings to create a map for the infographic**
- **November/Early December: Draft and design draft form infographic and write accompanying note, prepare digital download pages.**

Resource allocation:

(Mark O'Brien/Craig Hoy/Designer – Khun Mit) for:

- *Compilation of data – 2 days – some were conducted as interviews thus took longer to write-up.*
- *Analysis of data, augmenting raw numeric data with qualitative data – 1.5 days.*
- *Scoping of infographic – 2 days.*
- *Design and revision of infographic – PAA and designer time – 2.5 days.*

Total eight days of staff time – two more than originally estimated

Phase Three (elements of which took place PRIOR to the publication of the infographic and not-post as per the original timeplan):

We conducted the workshop outlining both the need for multi-sector collaboration and how to draft a shared vision which guides stakeholders on CSR implementation, capacity-building, and policy development. Presenters included Elizabeth Hernandez from HP and Eddie Chu from Syngenta. **We successfully delivered** an interactive workshop roundtable comprising circa 35 cross sectoral attendees during The 2015 SharingValueAsia Summit taking place in Singapore on Thursday, October 1.

Phase Three Timeline:

Mid-August: Identified two programmes to be explored at the workshops. Work with moderators and with two orgs and their partners to develop format and workshop workflow and content. The two moderators were Anthony Watanabe, ACI, and Tim Bishop, CARE International. Both worked with PAA in September to frame the session.

October 1: Hosted workshop/roundtable with participants invited from among the 180 participants at the summit. Invite amendments to infographic to incorporate into a final form version for digital distribution.

November/December: Digital distribution and print of infographic

Resource allocation: (Craig Hoy/Oliver Fall/Anthony Watanabe/Orachon Tanaka) for: Originally estimated as 9 days of PAA staff time as follows:

- *Develop workshop format and identify target programmes – two days.*
- *Liaise with brief presenters and moderators – one day.*
- *Prepare session agenda and printed materials – half day.*
- *Finalise and print draft infographic for event – this was in the original plan but infographic schedule was moved to AFTER the workshop so it could fully incorporate the findings.*
- *Fulfil the roundtable – 1 day of staff time.*
- *Redraft talking points and reformat infographic for digital release. Draft the final online materials and load to sharingvalue.asia 1.5 days (one day less than the original)*
- *Post-programme reporting back to partners and funders – 1 day.*

Total eight days of staff time – one less than originally estimated

Note we paid for an additional presenter to attend the workshop – unbudgeted travel of SGD 1445