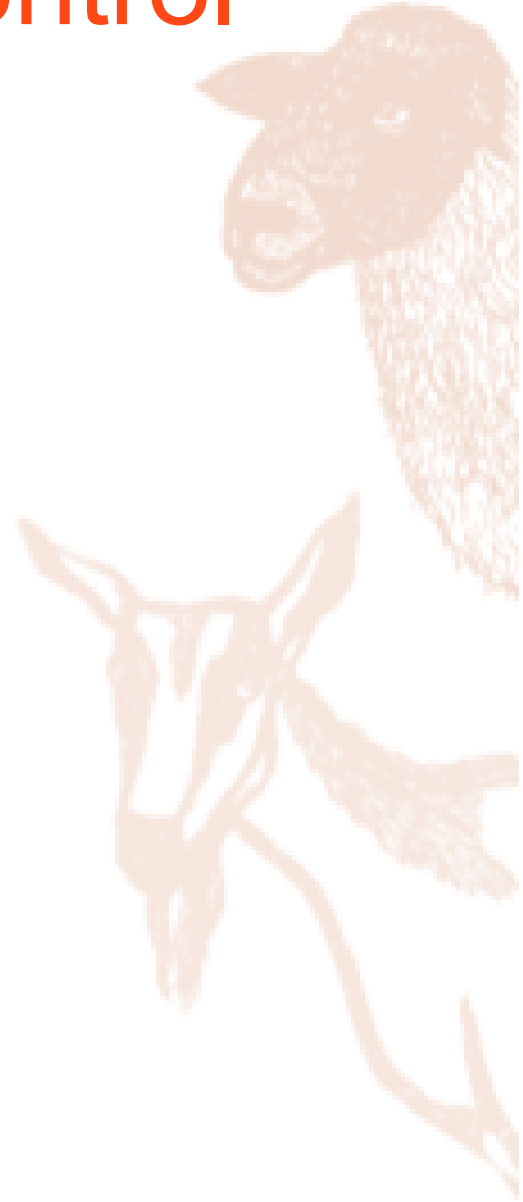


Private sector engagement for PPR Control

Past/ongoing work & the Expectation

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Regional Capacity Building Workshop for the Middle East:
*Empowering Public-Private Partnerships to Strengthen
Private Sector Engagement in PPR Eradication*
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Objectives of this session



- Who are they?
- How to map stakeholders?
- To understand how mapping stakeholders can contribute to the sustainability of a PPP project.





Stakeholder

1. A person, group or organisation that has an interest or concern in the topic (for example, AMR containment or a proposed PPP)
2. Stakeholders can affect or be affected by the actions, objectives or policies.



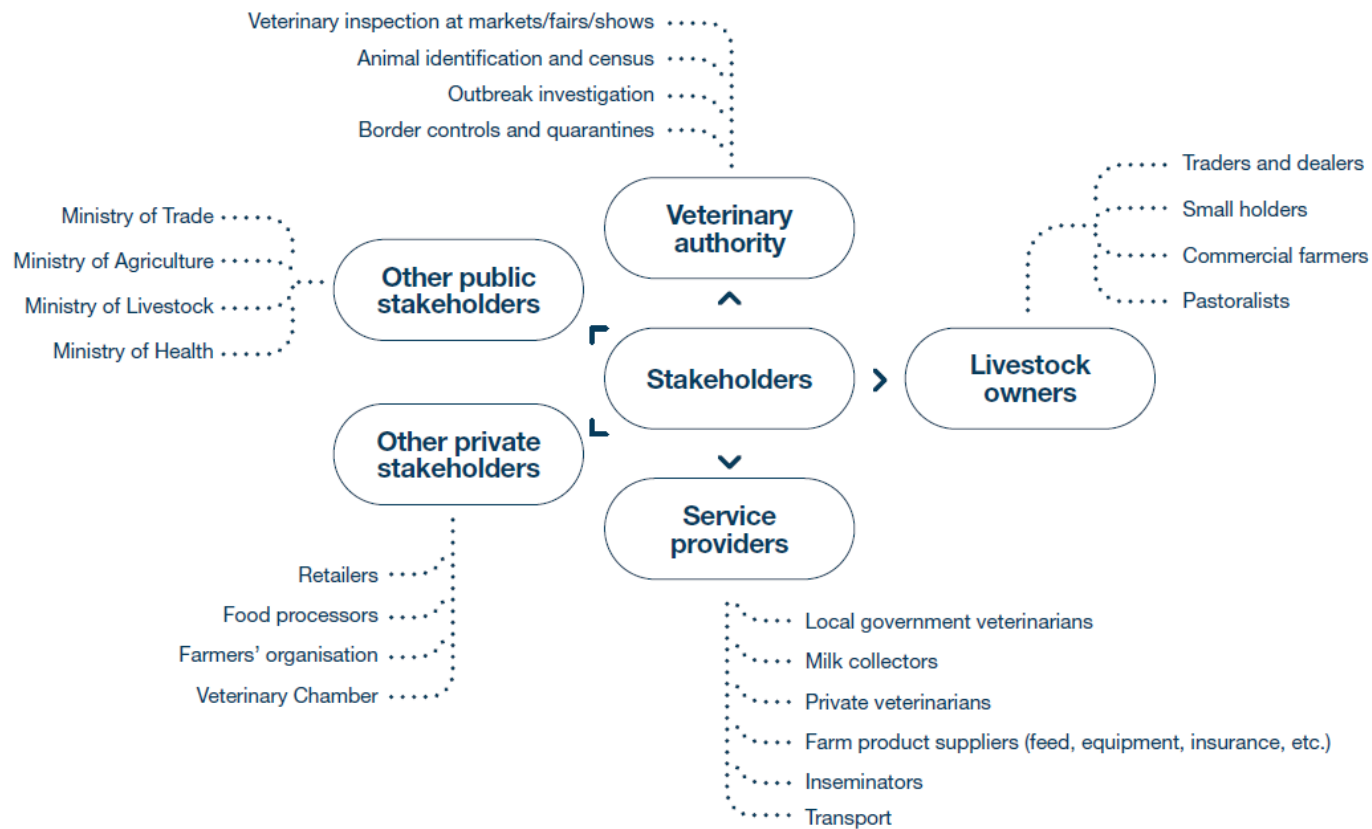


Key Characteristics of Stakeholders

- **Interest/Concern:** They have a vested interest or a concern in the topic, whether financial, social, or environmental.
- **Influence and Impact:** They can have a positive or negative influence on the project/topic and, conversely, can be impacted by its results.
- **Internal vs. External:**
 - **Internal stakeholders** are within the organization (e.g., employees, managers, owners, investors).
 - **External stakeholders** are outside the organization (e.g., customers, suppliers, governments, the local community, media, regulatory bodies, or interest groups).
- **Examples:** In the contexts you provided:
 - For **AMR (Antimicrobial Resistance) containment**, stakeholders would include public health organizations, governments, pharmaceutical companies, healthcare providers, farmers, and the general public, all of whom are affected by the spread of resistance.
 - For a **proposed PPP (Public-Private Partnership)**, stakeholders could be the government agency, the private company partners, employees, the community served, and regulators.



4.2. First identify all the people or groups with an interest in the proposed PPP initiative as illustrated below:



Why consult with stakeholders

Each stakeholder has their own understanding, objectives, capacities and constraints that may or may not be shared with others.

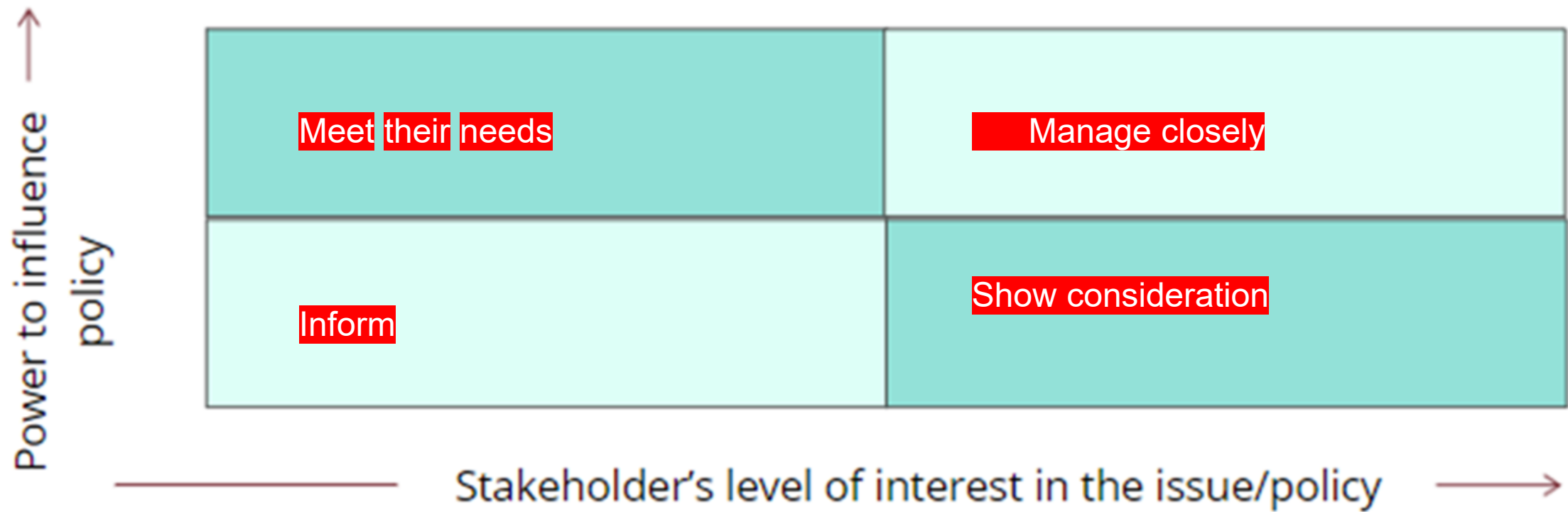
Involvement of all stakeholders provides a better understanding of the problem and helps designing effective PPPs by creating a comprehensive list of “needs”.

Involvement of all stakeholders from the beginning of the process prevents possible future conflicts and ensures sustainability of PPPs.

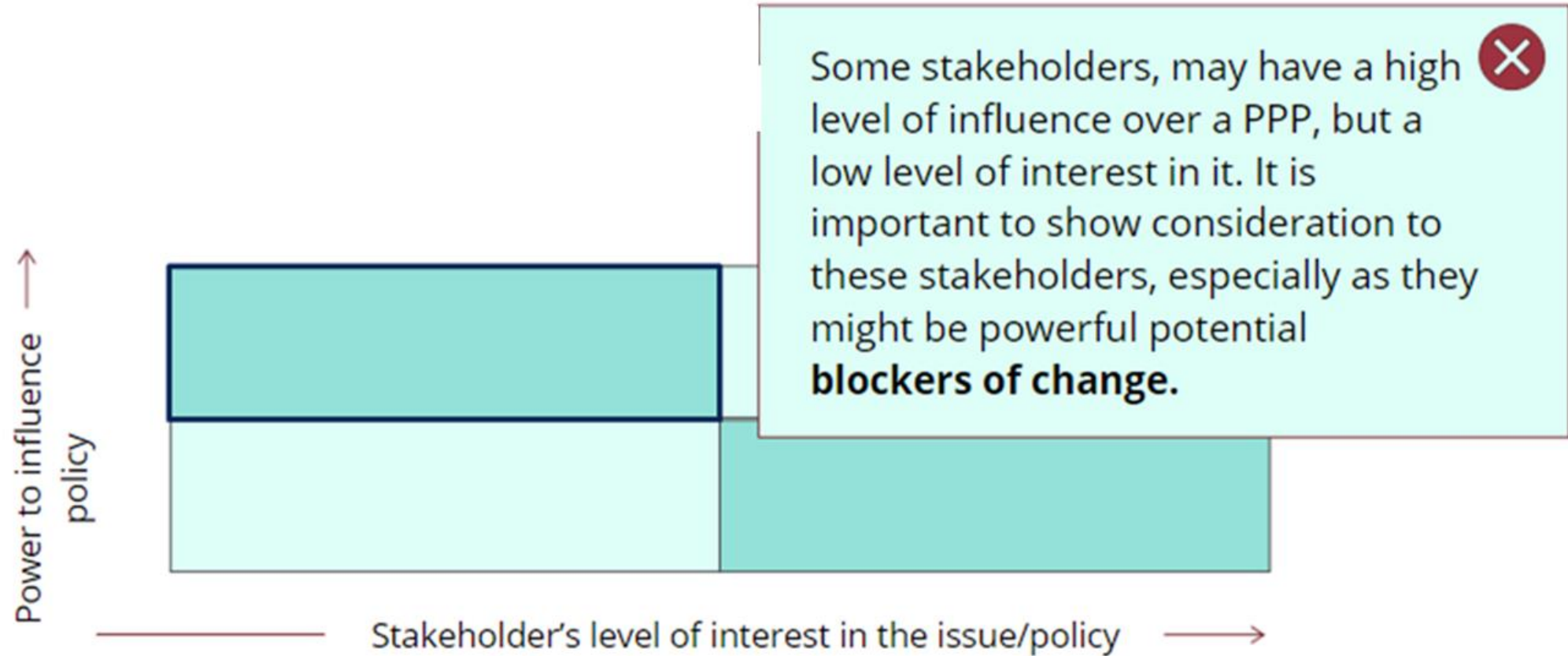
Stakeholder Consultation:



Stakeholders interest and influence



Stakeholders interest and influence



Stakeholders interest and influence

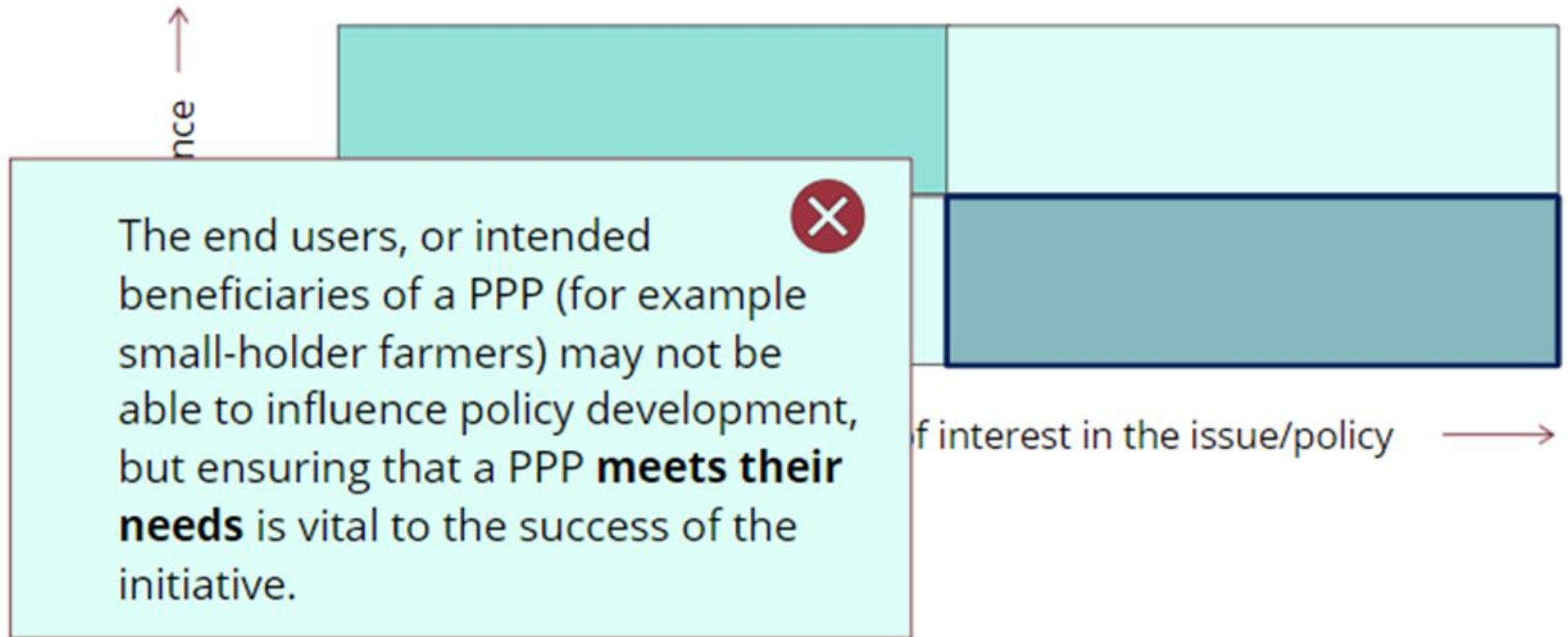
Ensuring the support of **executive leaders** such as the chief veterinary officer, minister of agriculture or director of a private company are key to a PPP's success



of interest in the issue/policy



Stakeholders interest and influence



Case example: Vietnam



In 2013, CEVA Santé Animale, an international animal vaccine producing company partnered with CIRAD, the French Agricultural Research Institute for International Development, to compare the effectiveness of different vaccination strategies against avian influenza. The work, implemented in Vietnam in partnership with the Vietnam National University of Agriculture (VNUA) and in concertation with the Department of Animal Health (DAH), has modelled the predictive protection conferred by the different hatchery vaccination strategies. The partnership has disseminated the results of this study to decision makers at the Department of Animal Health to be considered in the elaboration of avian flu control strategy, thereby illustrating the value of PPPs and catalysers such as academic partners.

a. Past/ongoing work with the private sector in the country

b. Expectations from private sector engagement at the national and regional level