

World Bank Group Trade Strategy: External Consultation Plan

1. The Context

To help develop a trade strategy that best meets the needs of developing countries, the World Bank Group (WBG) will consult external stakeholders, including governments, international organizations, the private sector, and civil society. In particular, the WBG will seek input on trade activity needs at country and global levels, how to prioritize issues and activities, and how the WBG trade program can be coordinated with development partners' programs.

2. The Consultation Process

The WBG has been discussing the proposed trade strategy with key partners during initial drafting of the approach paper. After consideration by the Committee on Development Effectiveness (CODE) of the approach paper, the WBG will hold web-based consultations and face-to-face meetings to seek input on the approach from a range of constituencies: member governments, private sector bodies, national and international civil society organizations, academe, international organizations, donor agencies, and other stakeholders. Consultations will take place in two phases.

- April-early June 2010: web-based and face-to-face meetings to seek input into the design of the strategy;
- July-early September 2010: internal and external review of the draft strategy.

3. Action Plan for Consultations

The public consultations would allow stakeholders to provide input throughout the process of strategy development, from the early stages of drafting the strategy through its consideration by WBG Management and Board. The consultation process would be comprised of the following steps: notification, electronic comments and live consultations, review of the draft strategy, and feedback to stakeholders. Proposed actions during each step are listed below.

- a) **Notification.** The WBG will announce its intention to consult on the strategy via a dedicated website, country offices, private sector and civil society networks.
 - The dedicated website will facilitate consultations with a range of stakeholders, allowing them to view and access the approach paper, consultation plan, calendar of meetings, and related reference material. Visitors to the site could submit comments and monitor the consultation process. Additionally, by filling out an online form, they could keep abreast of significant updates to the site.
 - The WBG will post to the website the approach paper, draft strategy, other resources to facilitate the review (e.g., background information on trade issues and the WBG's trade programs), and details of the review process.

- b) ***Electronic Comments and Live Consultations.*** To reach the widest possible audience, the WBG will use a combination of web-based consultations, live consultations in countries, and international meetings.
- ***Web-based consultations.*** The primary vehicle for global stakeholder input will be a web-based platform through which any individual or organization with reasonable Internet access can participate in the consultations. Electronic comments would be submitted via a form on the website or by e-mail.
 - ***Live consultations in countries.*** A series of consultative meetings will be held in selected countries. A wide range of stakeholders—country authorities, citizens, civil society organizations, business, academia, and multilateral organizations, including regional economic communities, and donor agencies—will be invited to participate in these meetings. In addition, a series of videoconferences will bring together various stakeholder groups within and across regions. Meetings in countries will be led by the country offices with support from communication staff, the World Bank Group network anchor, and regional staff in Washington. Stake holders will be notified of the time and location of meetings as this information becomes available.
- c) ***Review of the Draft Strategy.*** Following the external consultations, the WBG will prepare a draft strategy. The draft will be posted on the external website at the same time as the internal Operational Vice Presidents' (OVP) review. About a six-week period will be allotted for public comments on the draft strategy.
- d) ***Feedback to Stakeholders.*** After each consultative meeting, the WBG will post the summary of the comments received on the website. The final strategy paper will include an annex summarizing results of the consultations.

4. Discussion Questions

In soliciting comments from a wide variety of stakeholders, the WBG would ask them to consider these types of questions:

- The proposed areas of focus in the World Bank Group trade strategy are: trade competitiveness, trade finance, trade facilitation and logistics, trade cooperation, and the development of data, indicators, and information systems. How well do these address and balance the needs of developing countries in using trade to promote economic growth and poverty reduction?
- How should the World Bank Group allocate its activities between work at the global level and work at the country level?
- At the country level, the World Bank Group supports developing countries through several means: financing; technical assistance and capacity building; and research and policy analysis. Which mix of activities would be most effective in helping countries use trade to promote economic growth and poverty reduction?

- Compared to other providers of Aid for Trade, where does the World Bank Group have the greatest strengths in supporting countries on trade issues?
- In which areas of the World Bank Group's current trade program should other partners – such as regional development banks, bilateral donors, and international agencies – take the lead?
- How can the World Bank Group help address regional challenges?

5. Communication Tools

The consultations will use a suite of communication tools: (a) to make the approach paper and other resources available to as many stakeholders as possible prior to consultations, (b) to ensure that the feedback from consultations is reported as accurately and uniformly as possible.

Specific tools and resources would include the following:

- A consultation website.
- Briefing slides showing the guiding principles and key elements of the proposed approach.
- An electronic feedback form that would be posted on the web to solicit electronic comments.
- A video on the trade approach.
- Summation of the feedback.

6 Tentative Timeline

Milestones	Date
Internal consultations to develop and revise the approach	July 2009–January 2010
Operational Vice Presidents’ (OVP) review of the approach	December, 2009
Committee on Development Effectiveness (CODE) review of the approach	March 10, 2009
Consultations with external stakeholders	April–early June 2010
Internal review of feedback from consultations and draft of trade strategy	July 2010
Public comment on the draft strategy	July–early September 2010
CODE review meeting	Fall 2010
Circulation of the strategy paper to the Board	Late 2010
Dissemination at international meetings and other events	Late 2010–Spring 2011