

Hypothetical stakeholder engagement plan for a political finance oversight institution

STAKEHOLDER ENGAGEMENT PLAN: External Stakeholder Engagement for Implementation of New Legislation	
Team Leads	Mary Doe, Senior Guidance Advisor and John Smith, Reports Analyst
Sign-off	Head of Party and Election Finance
Date Plan Agreed	March 15, 2021
Date(s) Plan Reviewed	May 6, 2021; July 22, 2021

Background: (what has led you to undertake a stakeholder engagement)

The Election Finance Bill has been introduced and is expected to be enacted shortly, with effect from January 2022. The Bill imposes additional identification and reporting requirements on social media advertisements for both political contestants and social media companies.

Strategic Objective: (how does this fit into the strategic mission and corporate plan for the oversight institution)

Working to ensure smooth implementation of the new rules supports our mission of ensuring transparency of political finance and achieving high level of compliance through proactive advice and guidance. It fits within our corporate objective of getting 95% of political contestants to submit complete and accurate reports by the filing deadline.

Purpose: (what are the aims served by this engagement)

Our goal is to alert all relevant actors about the upcoming change in the law and to support them in preparing for its implementation.

Scope: (What is the intended scope of this engagement plan? What timeframe/activities does it cover?)

The plan covers the period from enactment of the legislation to the end of the first reporting period for expenditure under the new law (e.g. after we have completed our review of the semi-quarter reports of income and expenditure due at the end of April 2022).

Delivery Timeframe: (dates for the project and delivery timeline)

CATEGORIES	ELEMENTS	TEAM LEAD	DATES
External Target Audience: <i>With whom specifically are we engaging? (which external groups/individuals)</i>	A. Registered political parties <ul style="list-style-type: none"> • Chief Executive Officers, Treasurers and Heads of Compliance B. Social media companies <ul style="list-style-type: none"> • (e.g. key platforms - Facebook, Twitter) 	Susie Flower	

	<p>C. Advertising/PR firms known to work on political party campaigns</p> <p>D. Law firms/lawyers that advise political parties and auditing firms that audit their accounts</p> <p>E. Civil Society Organizations</p> <p>F. Media Contacts</p>		
<p>Rationale:</p> <p><i>Why are we engaging with them, and why at specified time?</i></p>	<ul style="list-style-type: none"> • We need to engage with those who have legal obligations under the new law as soon as possible to allow them as much time of possible to prepare to meet their need obligations. Early engagement with them will also give us time to assess their needs in terms of guidance and support. Initial contact with party CEOs will flag the issue and underscore the need to resource adequately their finance/compliance staff. • The engagement with advertising/PR firms is designed to avoid potential gaps in awareness of the rules which could cause inadvertent breaches. Engagement with them will take place only shortly before the rules go into effect. • The outreach to law firms/lawyers and auditing firms is an extra precautionary measure and will be limited to written communication to be sent in early December (before the end of the year holidays) and shortly before audited accounts are due. • Civil Society Organisations should be aware of efforts as it can help foster confidence in our approach and serve to road test that we have covered all aspects. This engagement will take 		

	place once we have preliminary plans in place and approved by the Board.		
<p>Internal Target Audience</p> <p><i>Which departments/individuals within your organisation are important to make the engagement successful</i></p> <p><i>What specific resources will they contribute?</i></p> <p><i>What might they need from us?</i></p>	<ul style="list-style-type: none"> • We will need to work closely with colleagues in the following departments: <ul style="list-style-type: none"> ○ Legal- to make sure our communications accurately portray the law and to resolve questions about the law that may arise; ○ Communications: To ensure our messaging is the best it can be; ○ IT - Support on any additionally IT equipment needs or liaising with the Social Media platforms to discuss technical specifications ○ Board Members/Commissioners – we will need them to agree preliminary plans and they should be kept informed of developments on a monthly basis. 		
<p>Target Audience Contacts</p> <p><i>Where does one find the contacts of our target audience?</i></p> <p><i>How do we communicate with them – e.g. emails, phone calls, meetings, etc.</i></p>	<ul style="list-style-type: none"> • Register of political parties • Communication colleagues’ contacts list • Direct contact with social media companies and CSO for point of contacts 		
<p>Engagements</p> <p><i>Activities for achieving stated objectives?</i></p>	<ul style="list-style-type: none"> • Establishing an advisory group • Targeted emails/phone calls; • Workshops and trainings schedules 		

<p>Key Messages:</p> <p><i>What do we want to convey to achieve our objectives and mobilise the audience?</i></p>	<ul style="list-style-type: none"> • <i>Increased Transparency</i> - new requirements will provide voters information about who is behind social media communications. <p>It will also allow voters to know how much money is being spent on them and ensure that the money used is from permissible sources</p>		
<p>Risks and Mitigations:</p> <p><i>Issues and concerns that need to be factored into delivery and messaging</i></p>	<ul style="list-style-type: none"> • Risk 1: Low level of engagement from political parties- • Mitigation: Monitor uptake for each outreach/activity to identify trends as soon as possible and adapt approach as needed. • Risk 2: Limited internal capacity – Other programme commitments within the agency reduces resources (human and financial) available for this project. • Mitigation: Develop time table in close consultation with other Directors and get Chair/Secretary General’s commitment that this activity is a priority; monitor time table for any slippage on fortnightly basis and raise concerns immediately. 		
<p>Milestones:</p> <p><i>Key dates for events and communication</i></p>	<ul style="list-style-type: none"> • Develop and have engagement plan signed-off • Identify and prepare stakeholder contact list • Develop training and meeting schedules 		
<p>Evaluation:</p>	<ul style="list-style-type: none"> • X % of invited participants attend meetings 		

<p><i>How we will measure success?</i></p>	<ul style="list-style-type: none">• At least X number of hits on relevant web-site pages • Less than 65% of social media advertisements during first reporting period are non-compliant; • At least 3 articles in major newspapers highlight the new requirements		
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