

# Public-Private Partnerships for Safer Trade: *A how-to, and why-to Guide*

**PUBLIC-PRIVATE  
PARTNERSHIPS FOR IMPROVED  
SPS SYSTEMS AND SAFE  
TRADE FACILITATION**

Learning about the why?  
the what? and the how?

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# Objectives

## Purpose



- Create a practical guide on Public-Private Partnerships in SPS implementation

## Objectives



- Expand on existing case studies of PPPs.
- Extract actionable lessons to inspire implementation.
- Go beyond information sharing, offer practical guidance.

## Key questions for the Guide to address:



- How to build effective PPPs to enhance SPS capacity?
- How to engage private sector partners to scale innovation?
- What forms can PPPs take—from informal to highly structured?
- Why are some successful PPPs undocumented, and how can we capture them?
- What's the business case for each actor involved?

# Methodology



## Data Collection

- Key informant interviews (KIIs), including some Practitioner Group members and external stakeholders
- Review existing case studies of SPS-related PPPs
- Also includes additional ones which have emerged through the research process.



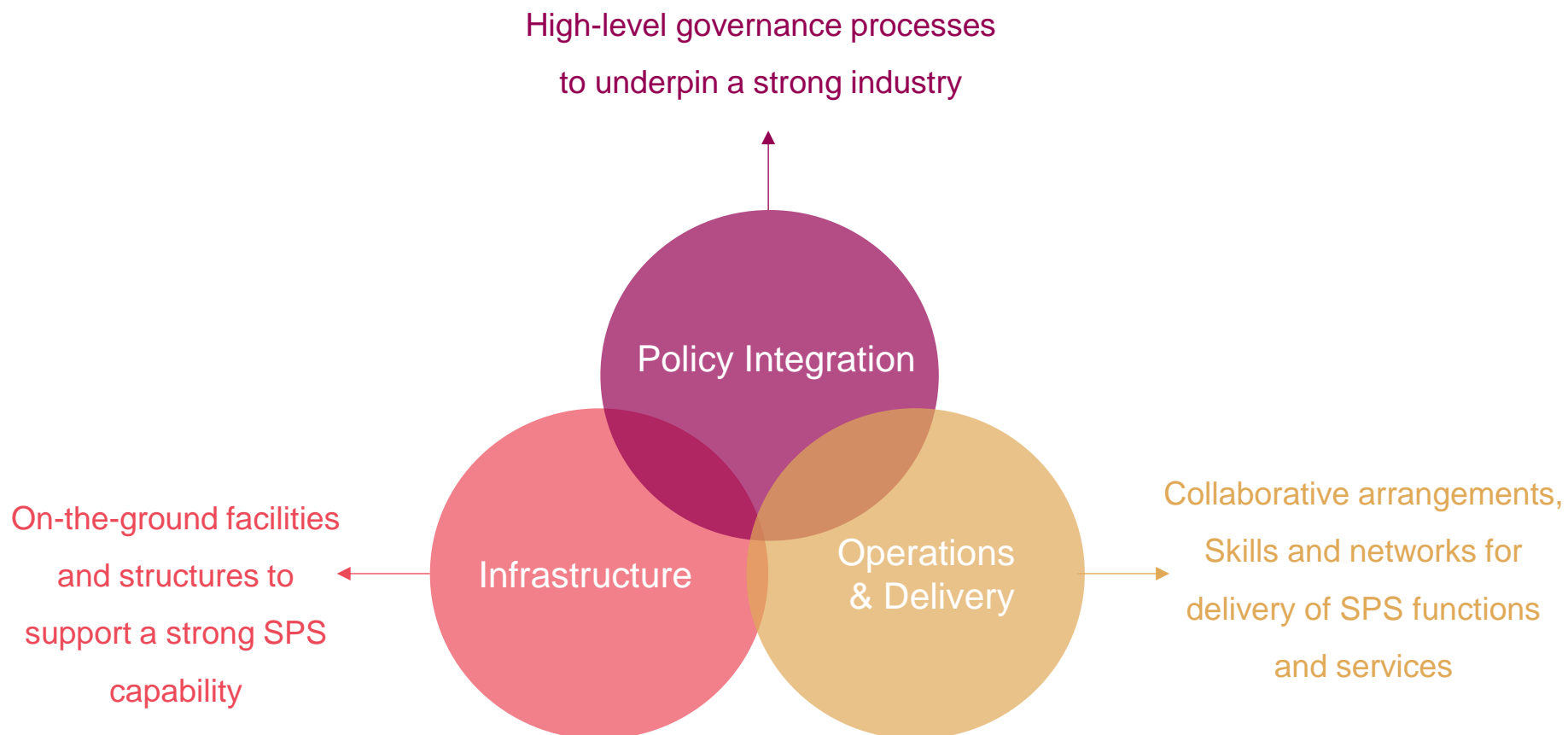
## Write & Review

- Co-created with PPP Practitioner Group members
- Findings presented to STDF WG in June 2024

# PPPs: Why?

- PPPs do things that other arrangements are not able to, because they leverage the different skills and capabilities of both public and private sectors.
- STDF's global partnership aims to create "increased and sustainable SPS capacity in developing countries."
  - This is complex
  - Not something that one sector or organization can do on its own
- Public and private sectors have different capabilities and roles
  - Success lies in drawing on these different characteristics
- Some observations
  - "We can achieve more by working with government agencies than we can working on our own"
  - "The more I talk to the private sector, the better I am able to frame workable legislation"

# The “How”: Interrelated functions



# Policy/ Regulation



## The Arab Task Force on Consumer Protection

- Partners including the League of Arab States, the Arab Organisation for Agricultural Development, the Arab Federation of Food Industries and various chambers of commerce.
- Aim to enhance compliance with sanitary and SPS requirements through dialogue among stakeholders in 18 countries.



## National Horticulture Taskforce, Kenya

- Goal to assure Kenya's horticultural produce complies with market requirements and sustains its reputation as a leading grower and exporter of horticultural produce. The taskforce has been
- Platform for sensible discussion between the public and private sectors on issues such as pesticide residue, interceptions due to pests, early warning systems, pesticide residue monitoring plan, food miles, and marketing standards.

# Infrastructure



## Meat Board of Namibia

- An emergency animal health fund initiated during a foot-and-mouth outbreak in 2015.
- To mobilise funds to set up disease control measures.
- Also established awareness campaigns country-wide; the appointment of expert consultants in disease control and diagnosis; appointing and coordinating veterinarians to conduct post vaccination checks



## Cinnamon Training Academy, Sri Lanka

- The TCA is now established as not-for-profit educational organization to deliver hands-on training to small-scale operators and processors on issues such as good manufacturing practices, hazard analysis and control, and occupational standard schemes for cinnamon processing.
- The vocational training programme set up was accredited by Sri Lanka's Tertiary and Vocational Educational Commission

# Operations & Delivery



## Sanitary mandate, Mali

- Private vets are allowed to conduct activities delegated by the Veterinary Services, such as vaccinations against common serious diseases
- 544 professionals worked alongside 362 public veterinarians, therefore improving vaccination coverage of its livestock population, resulting in better animal health and food security.



## Horticulture, South Africa

- Partnership between South African industry groups and the government aims to strengthen the capacity of producers to control fruit flies to facilitate safe trade.
- Growers pay a user's fee for services including setting, servicing and monitoring traps using sterile insect technique releases and aerial baiting programmes for fruit fly control.



# The “How” : PPPs

## Key Success Factors



### Context

- Regulatory and enabling environment



### Structure

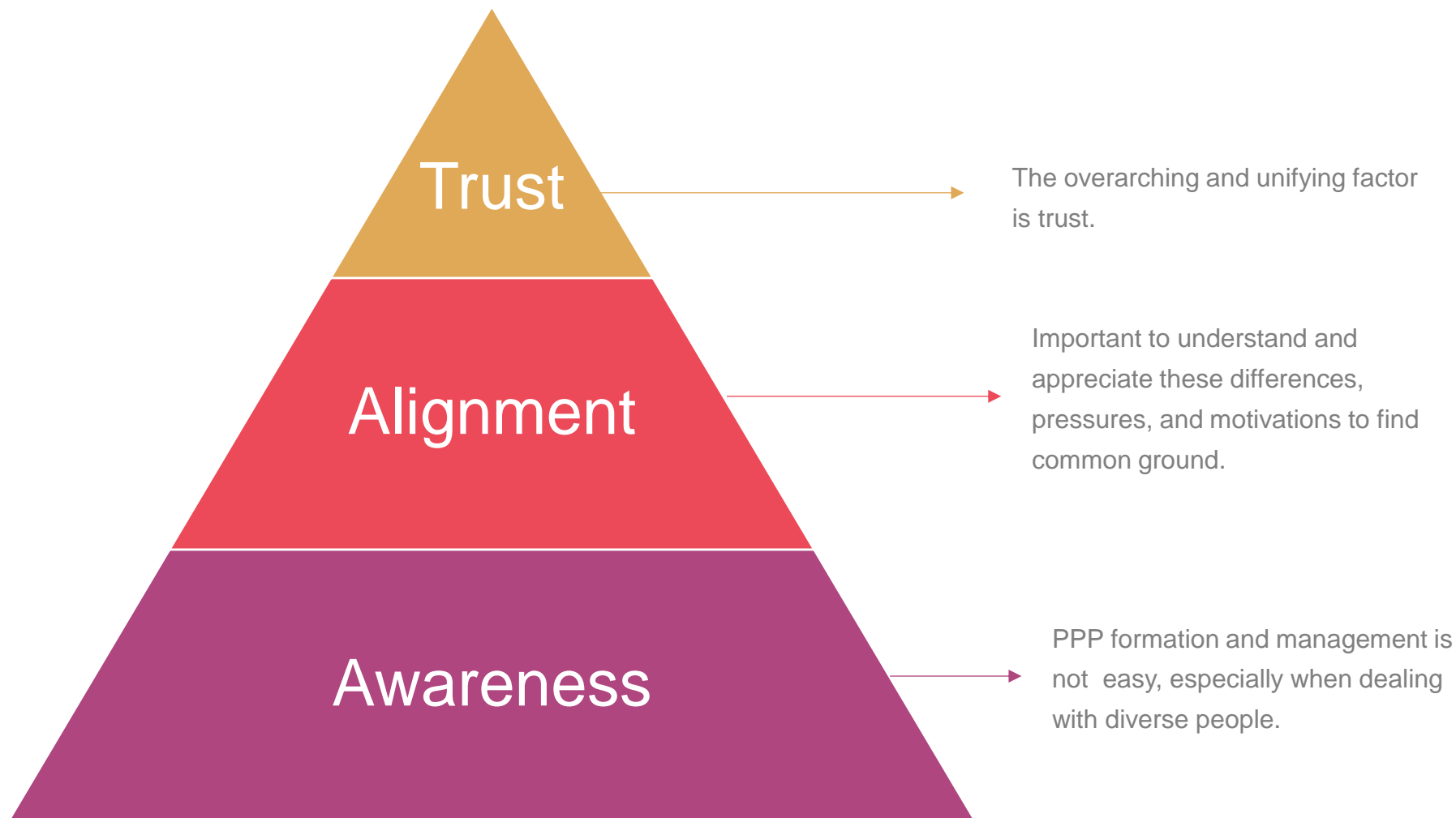
- Clear rationale and aims
- Leadership
- Governance
- Appropriate and stable funding
- Appropriate use of ICT



### People

- Trust
- Co-creation
- Inclusivity

# The 'Magic Dust'



# Trust-Building: The People

1

- Ensure the right people in the room, including decision-makers and those prepared to work with others

2

- Carve out a role for a neutral third part. Ideally someone who is trusted by all sides when those sides do not yet necessarily trust each other.

3

- Consider language barriers, across native and non-native language speakers

# Trust-Building: The Process



## 1. Regular Meetings

*Fosters familiarity and understanding*



## 2. Face to Face

*Enhances communication & trust*



## 3. Resourcing

*Ensures Meeting accessibility*



## 4. Early Wins

*Demonstrates the value of collaboration.*



## 5. Value-add Perspective

*Unlocks a value chain perspective*

# THANK YOU