

PUBLIC-PRIVATE DIALOGUE POLICY

Tešanj Municipality

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Public-Private Dialogue (PPD) is a key predisposition for creating a favourable business climate and Tešanj Municipality development in general. Establishing and maintaining PPD is a compositional element of a local self-government. In order to have a high quality dialogue, Local Economic Development Council was founded, consisting of private, civil and public sector representatives.

VISION

Tešanj Municipality has a favourable environment with a developed and very competitive private trading sector which on regular basis consults and finds solutions to current issues. Local self-government, private and civil sector representatives actively contribute to Tešanj Municipality development and together with public sector representatives participate in making decisions vital for socio-economic development.

MISSION

Tešanj Municipality mission is to provide information good counsel, service and support to the private sector in due time, to improve the process of local economic development by means of sustainable and frequent PPD and to enable participatory governance of municipal socio-economic development.

PPD: STRATEGY

The Municipality aims to develop, spread and improve PPD by:

- active inclusion of micro, SME and investors in consulting and decision- making concerning issues vital for development of the community,
- encouraging and enhancing organisations that value private sector and civil society opinions, participatory and proactive approach, innovation and continuous education and advancement,
- distinguishing private sector and civil society organisations as important communal resource,
- motivating private sector and civil society representatives to participate actively in planning, implementation and monitoring process of the community development,
- defining policies and procedures that support and encourage individual and organisational efficiency in municipal administration and private sector,
- encouraging corporate social responsibility in private sector.

LOCAL SELF-GOVERNMENT IN PPD PROMOTION

Local self-government initiates PPD and coordinates the activities related to PPD organisation and management. It also monitors the activities which establish, maintain and enhance PPD.

Municipal Council and Municipal Prefect

In PPD implementation process Municipal Council plays main role with selected representatives who work on promoting the municipality development. The most responsible institution for successful PPD implementation is the Municipal Prefect. His duty is to monitor and contribute to PPD by means of Municipal Administrative Service and TRA Tešanj Municipality Development Agency.

Municipal Administrative Service

Very important aspect of PPD is providing qualified personnel in public administration since efficiency, institutional capacity and expertise in administrative services are needed for efficient communication between the service and clients from the private sector. Administrative Services in cooperation with Local Economic Development Council and TRA Tešanj Municipality Development Agency provide operation support to PPD within its sectors and help implementing PPD activities in terms of providing information and explaining procedures.

Local Economic Development Council

Local Economic Development Council provides institutional support to successful PPD implementation. Local Economic Development Council is founded by Tešanj Municipal Council. Its objective is to maintain continuity of PPD, monitor the process and assist PPD policy by means of new projects and attracting financial stimulus. It makes suggestions and recommendations to the Municipal Council and Municipal Prefect in order to involve more vested interests. Local Economic Development Council ought to ensure that implementations are in accordance with principles of transparency, partnership and in cooperation with TRA Tešanj Municipality Development Agency.

TRA- Tešanj Municipality Development Agency

TRA Tešanj Municipality Development Agency implements, monitors and coordinates PPD in Tešanj Municipality as technical secretary. TRA is required to improve its capacities and train its staff so that they can plan and manage local economic development.

Civil Sector

Civil Sector can contribute PPD as trade associations or agricultural associations may represent a sector, craft or like-minded attitude within PPD. Furthermore, they bring in civil aspect representing interests of the citizens regarding ecological and social aspect of the development etc. Additionally, associations are experienced in project preparation and implementation and frequently have international financial resources, therefore actively attract finances and provide resources for activities which public services cannot cover.

Public institutions

Public institutions play important role in PPD as they influence business in private sector through labour market (education and Employment Institute) and utility services rates, fees and charges.

Private Sector

In PPD, private sector is to actively contribute to favourable business climate on local level by making relevant suggestions and providing quality feedback. Engagement of the private sector in PPD influences Tešanj Municipality economic development in general, which makes role of this sector crucial.

ACTIVITIES CONDUCTED BY MUNICIPAL ADMINISTRATIVE SERVICES AND TEŠANJ MUNICIPAL DEVELOPMENT AGENCY (TRA)

PPD Coordination Unit in Tešanj Municipality

1. Providing information to the Private Sector

- Providing information by means of press release, official and circular letters
- Providing information by means of print and electronic media
- Providing important information by means of Tešanj Municipality official web page and TRA Tešanj Municipality Development Agency web page.

2. Consulting with the Private Sector

- Engaging Private Sector in the strategic planning process
- Engaging Private Sector in monitoring the strategic plan implementation
- Conducting surveys in the business sector area as regards the private sector needs, local administration efficiency and local business environment favourability as well as conducting surveys on particular segments.
- Paying recurrent visits to businessmen and analysing important development issues.

3. Providing support to the Private Sector

- Organising educational activities for the Private Sector
- Making and analysing suggestions aiming at enhancing competitiveness in the private sector together with business environment.
- Cooperating with the private sector in common projects implementation process
- Providing support in obtaining financial stimulus and grants for local businesses and investors
- Providing support in gaining access to various funds
- Providing support in organisation and participation in fairs and events
- Providing necessary logistical support to existing and potential future investors.

4. Private sector inclusion in decision-making process regarding development of community and improving business environment

- Engaging private sector in decision-making process regarding development priorities
- Engaging private sector in decision-making process regarding all vital issues, including building infrastructure for economic and production needs.