A NATIONAL BUSINESS AGENDA
TO ADVANCE ECONOMIC REFORM

With the support of Center for International Private Enterprise
How does Tunisia’s National Business Agenda Work?

- Started based with a **Memorandum of Understanding** that IACE signed with the Tunisian Office of the Presidency, and the country’s two most prominent private sector organizations: The Tunisian Union for Industry, Commerce and Handicrafts (UTICA) and the Tunisian Union for Agriculture and Fishing (UTAP).

- These signatories then formed a **Steering Committee** made up of IACE, UTICA, UTAP and the Office of the Presidency representatives to coordinate NBA efforts and discuss substantive issues.

- It was specifically designed to use the NBA mechanisms to implement “quick wins” and reduce citizens’ frustration with what they see as government inaction on the economy.

- It preserves the NBA’s crucial democratic and civic spirit through **bottom-up consultation, ongoing dialogue**, and **fact-based advocacy**, to drive systemic reform over time.
The project involves three complementary pillars

• **Pillar 1: Addressing urgent needs**
  * The steering committee has developed SOS IJRAAT, a hotline and mobile application for businesspeople across Tunisia to report inefficiencies and barriers they encounter in real time.
  * IACE compiles monthly reports that the Steering Committee members review and send onward for specific action.
  * As the hotline resolves specific cases for businesses, it also collects overall data so that the Steering Committee can detect systemic problems that need addressing at higher levels.

• **Pillar 2: Advancing Reforms Underway**
  IACE and its allies use surveys to solicit input from members and other stakeholders, and produce indexes that give decision makers private sector input on laws and policies already under consideration.

• **Pillar 3: Driving Longer-term Reform Efforts**
  This pillar represents what might be called a “classic NBA.” Using private sector input on priorities and concerns for the future, the NBA Steering Committee have formed working groups on specific themes, created policy papers with specific reform recommendations, and developed draft laws to advocate to policy makers.
NBA IN 2016

• PUBLICATION OF THE ALECA PERCEPTION INDEX

• PUBLICATION OF THE REPORT « CARTHAGE AGREEMENT: ECONOMIC PRIORITIES OF TUNISIA»

• SOS IJRAAT LAUNCH

• ELABORATION OF A DRAFT LAW ON REMEDIES

• POLICY PAPER AND DRAFT LAW REGARDING THE STATUS OF AN AUTOENTREPRENEUR

• SYNTHESIS DOCUMENT PROVIDES AN ECONOMIC REFORM ROADMAP AND PROPOSALS FOR FIVE REFORMS
What Impact has Tunisia’s National Business Agenda Had?

Pillar 1: Addressing urgent needs

The hotline and case management system is up and running. Each call is logged and coded into a data base, and cases are examined once a month by the Steering Committee, which then passes each case to the appropriate government agency for attention.

Examples of cases addressed include:

• A business project blocked for three years with no reason given was finally approved.
• A request for authorization to sell goods, submitted without response for nine months, was resolved the same day as the call;
• A French business owner operating in Tunisia for 26 years was having extreme difficulties renewing his business license and unable to get clarification about the bottleneck - SOS Ijraat was able to identify the bureaucratic papers he was missing so he could move the application forward;
• A businessperson noted incorrect tax tables on the CNSS website, which the Steering Committee worked with the CNSS to correct.
What Impact has Tunisia’s National Business Agenda Had?

PILLAR 2: Advancing Reforms Underway

The NBA Steering Committee has conducted a series of surveys that provided vital private sector feedback to decision makers on Tunisia’s most urgent economic issues, and a barometer for policy makers on their overall performance:

• A survey on ALECA to help policymakers determine their negotiation positions.
• A survey provided feedback from business leaders on the government’s overall progress
• A survey evaluating the private sector’s satisfaction with reforms the government has enacted, the direction of reforms underway or in-progress, and of specific Ministries’ performance.
• The NBA Steering Committee launched what will be an annual tracking survey of businesspeople on the quality of business administration services (QSA).
PILLAR 3: Driving Longer-term Reform Efforts

An NBA working group was established to focus on the issue of self-employment to first develop a policy paper, and then a draft law.

The Steering Committee submitted draft articles to the government administrative tribunal to reform the Right of Appeal process for businesses in Tunisia.

The Steering Committee has now drafted a National Business Agenda document that both sums up work completed and synthesizes all work into a cohesive whole. The first chapter provides an economic reform roadmap as per the feedback received from the private sector in Tunisia thus far. The second presents proposals for five reforms that have not yet been taken up by the government.
SOS IRAAT AS AN INNOVATIVE PPD

• The innovative nature of the Tunisian NBA is how it managed to make the private sector input dynamic and constant through the SOS IJRAAT hotline and mobile application.

• SOS IJRAAT has proven effective in simplification of the administrative procedures in Tunisia. It represents a highly innovative form for public-private dialogue in Tunisia, and has a potential to be successfully replicated around the world.

• SOS IJRAAT is a valuable integrity tool. It represents the last resort businesses who refuse to engage in any act of corruption while dealing with public officials.

• The SOS IJRAAT platform has been designed in a comprehensive and transparent manner, which allows callers to monitor the status of their report, the agencies involved, and related documents. IACA’s partners in the Presidency of the Government can thus trace the administrative circuit of each case to ensure transparency and accountability.
THANK YOU

FOR MORE INFORMATIONS
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