

# Philippine Procurement Reform

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**Summer Institute in  
Communication and Governance Reform**  
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Los Angeles

**Caby Verzosa**  
Program Leader  
Leadership for Development





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### Lozada finally surfaces, links Abalos, Big Mike to ZTE mess

02/07/2008 | 03:03 AM

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**UPDATE (Updated 7 a.m.)** While it started off as a sensible project, all hell over the \$329.5-million broadband deal with ZTE Corp. of China broke loose due to millions of dollars in "commissions."

This in a nutshell was how engineer Rodolfo Noel Lozada Jr. ([profile of Lozada](#)) described the mess over the deal, which he said was highlighted with a "furious exchange of words" and threats to his life.

#### ZTE controversy timeline

**April 2007:** Transportation and Communications Secretary Leandro Mendoza and ZTE Corp. Vice President Yu Yong entered into a US\$ 329.5 million contract for a national broadband network (NBN) that will improve government communications capabilities. (OP)

**August 29, 2007:** Nueva Vizcaya Rep. Carlos Padilla disclosed in a privilege speech that COMELEC Chairman Benjamin Abalos met

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# “Counter-reform never sleeps”

- Sina Odugbemi, CommGAP

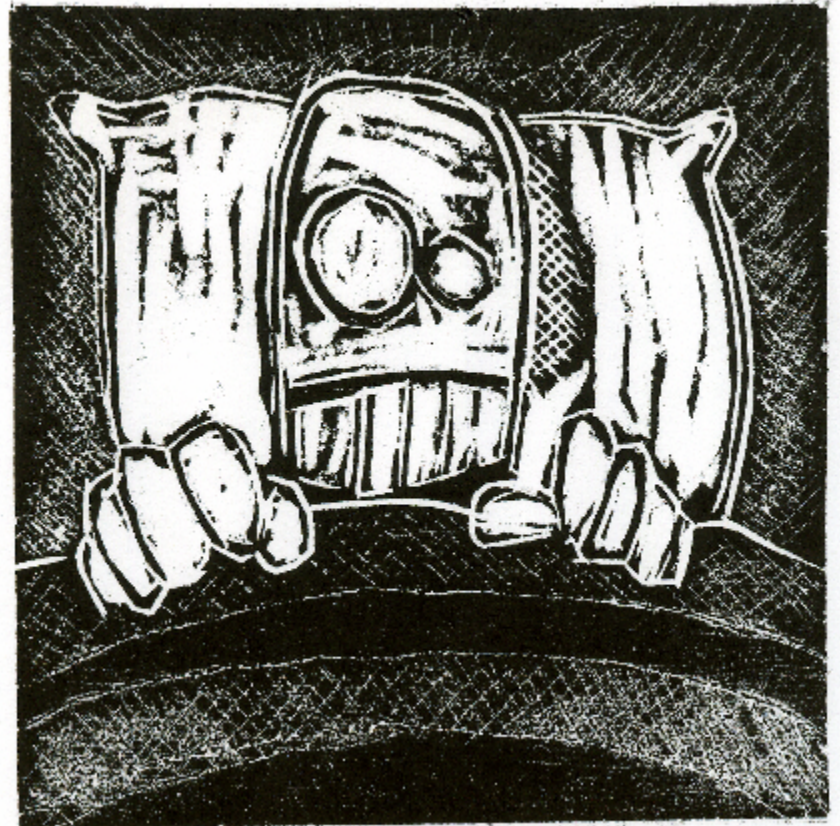


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*"The acid test of reform should not be what can be attained but what can be sustained."*

- Robert O. Varenik,  
Open Society Justice Initiative

# Philippine Procurement Reform: From Passage to Implementation

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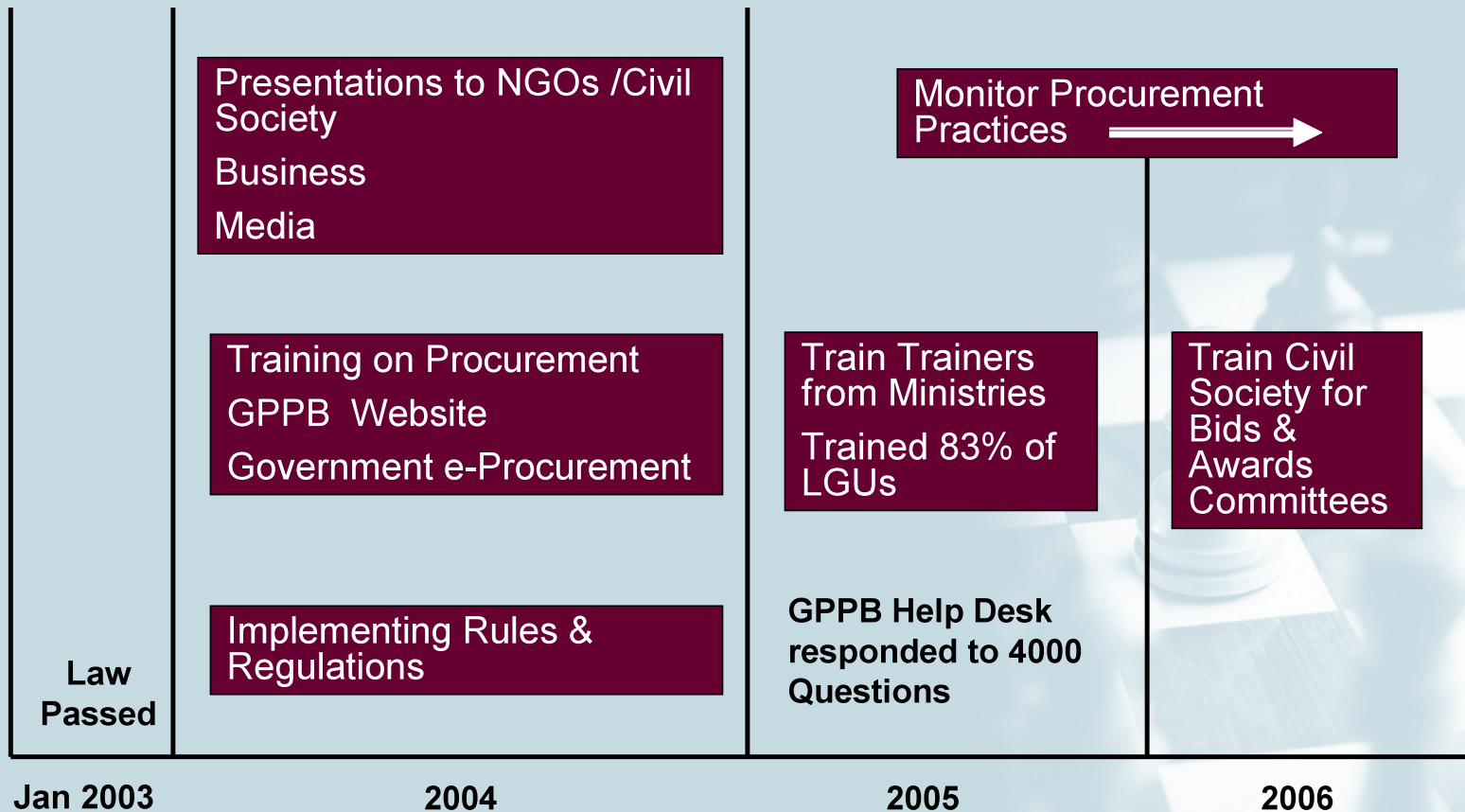
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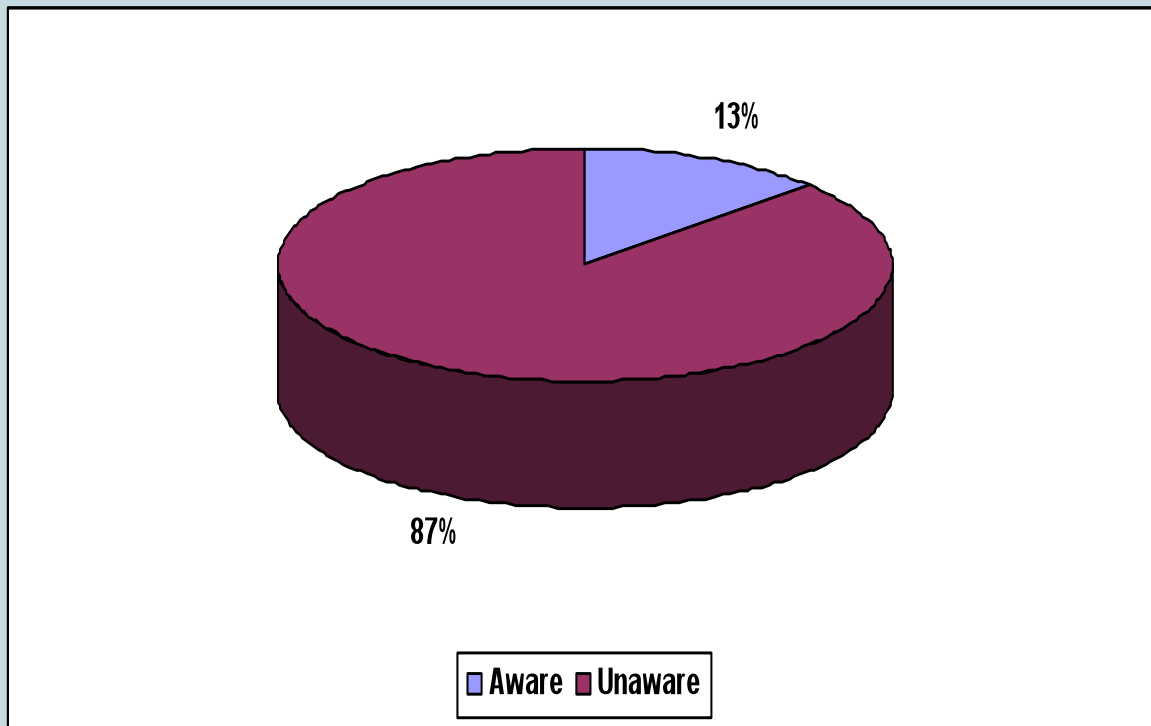
# Timeline

2004-2006



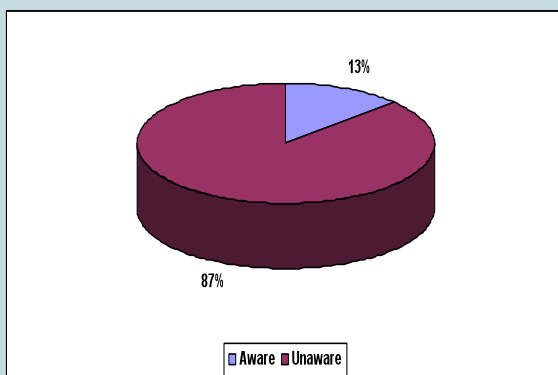
# Public Awareness of the Procurement Law

*A surprising statistic ?...*



# Attitudes toward the Law

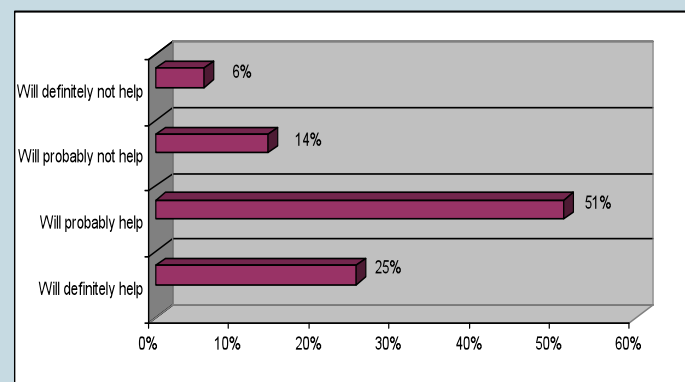
Despite low public awareness of the law...



## Question 105:

*We have a law that provides for the standard rules in public bidding for government projects to guarantee that all contractors are given equal opportunity to join and win a government contract. This is called the Government Procurement Reform Act or RA9184. Have you heard or read something about it?*

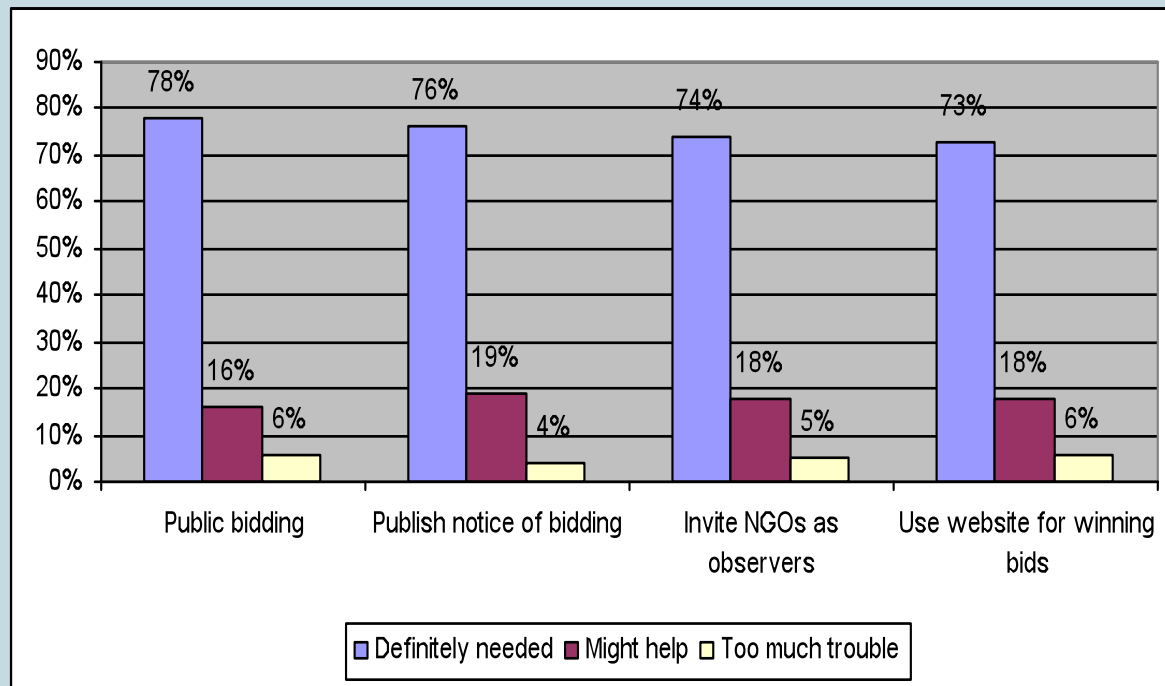
... *majority* believe the law will help reduce corruption.



## Question 106:

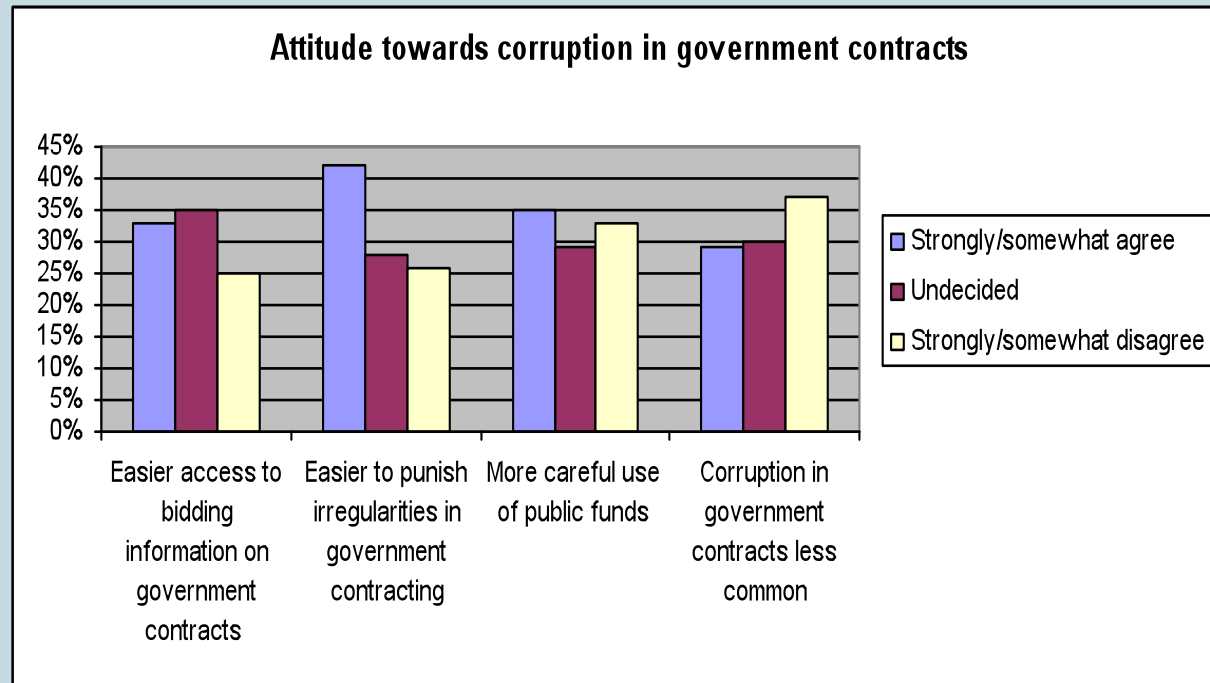
*Do you think this law will help reduce corruption in government contracts?*

# Support for Provisions of the Procurement Law

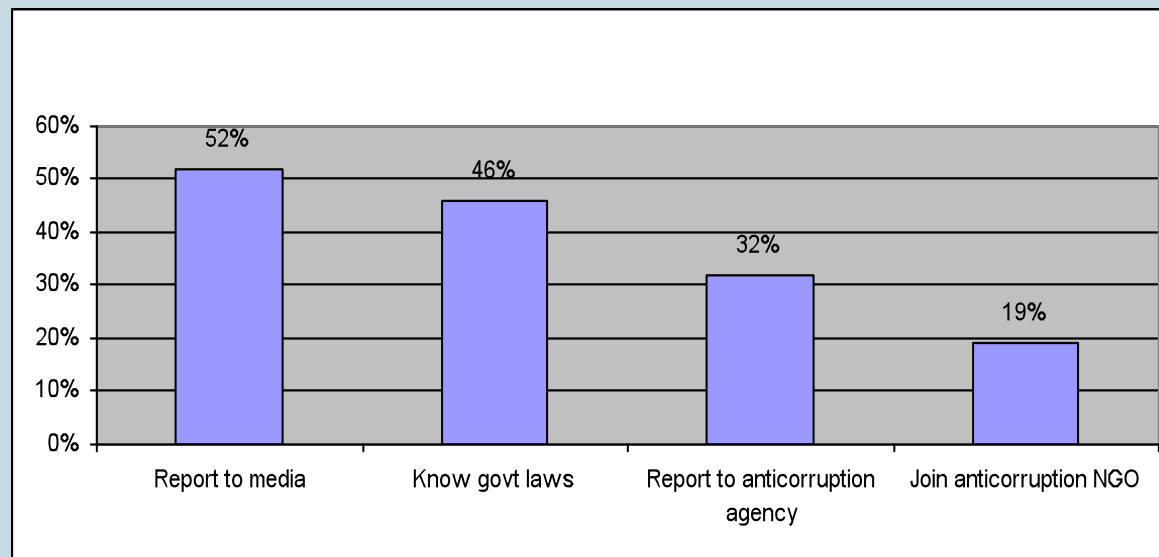




# Attitude towards Corruption



# Willingness to take Action



**Is Communication Capacity needed to  
Implement Reform?**

# Table Exercise

*You have just been hired as communication advisor to the Government Procurement Policy Board.*

*You have about to attend a board meeting and provide a general sense of the communication strategy, moving forward. What will you say?*

*Focus on political, organizational, public will?*

# Communication Challenges

- Where do we focus Resources?

*Mobilize Middle Managers*

OR

*Minimize Opposition*

- How do we Manage Opposition to Reform?

# Lessons Learned

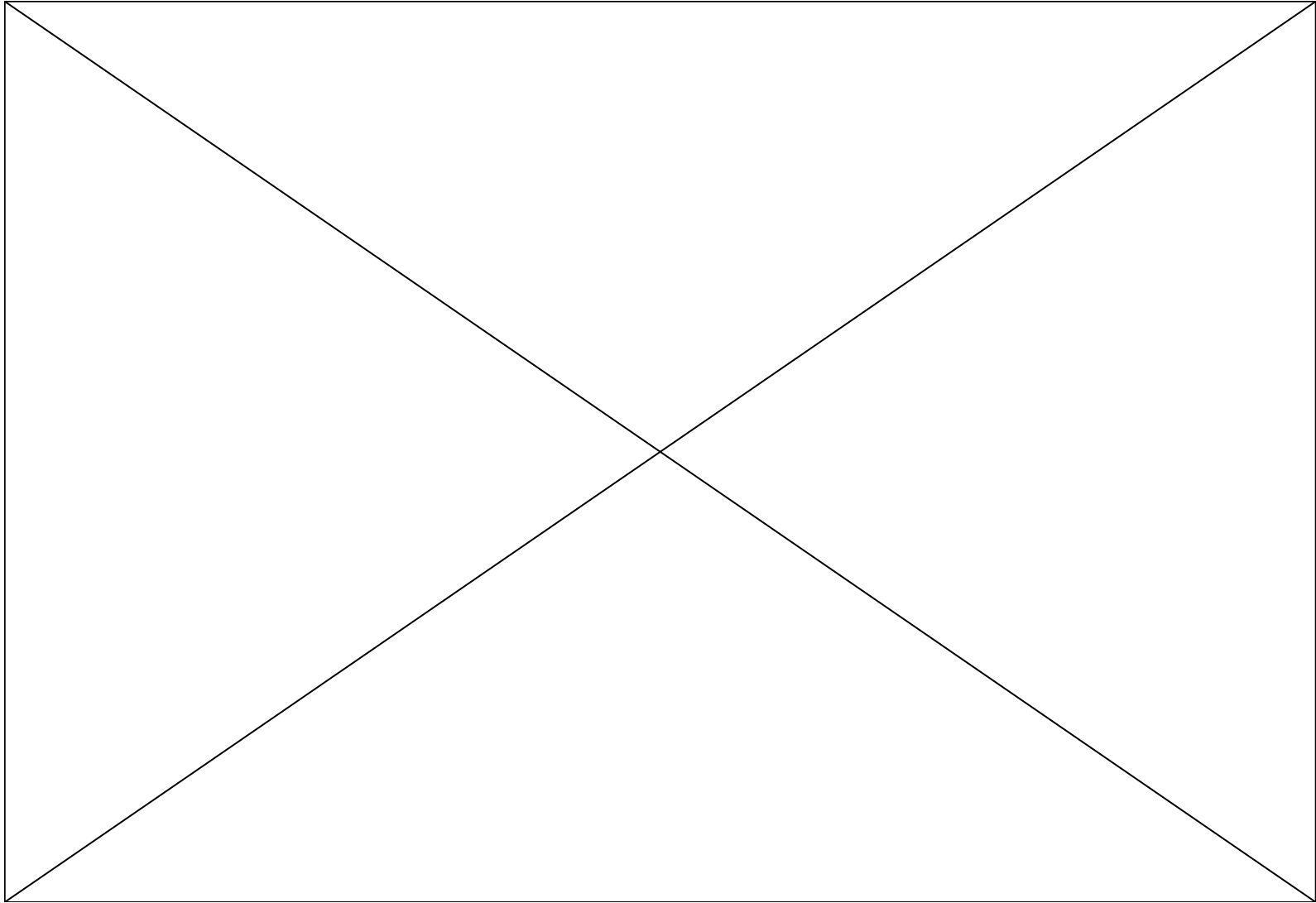
During implementation phase, priority audiences shift – increased importance of middle managers, vested interests, civil society

- *Mobilize middle managers;*
- *Keep vested interests at bay;*
- *Build broad based support.*

# Lessons Learned

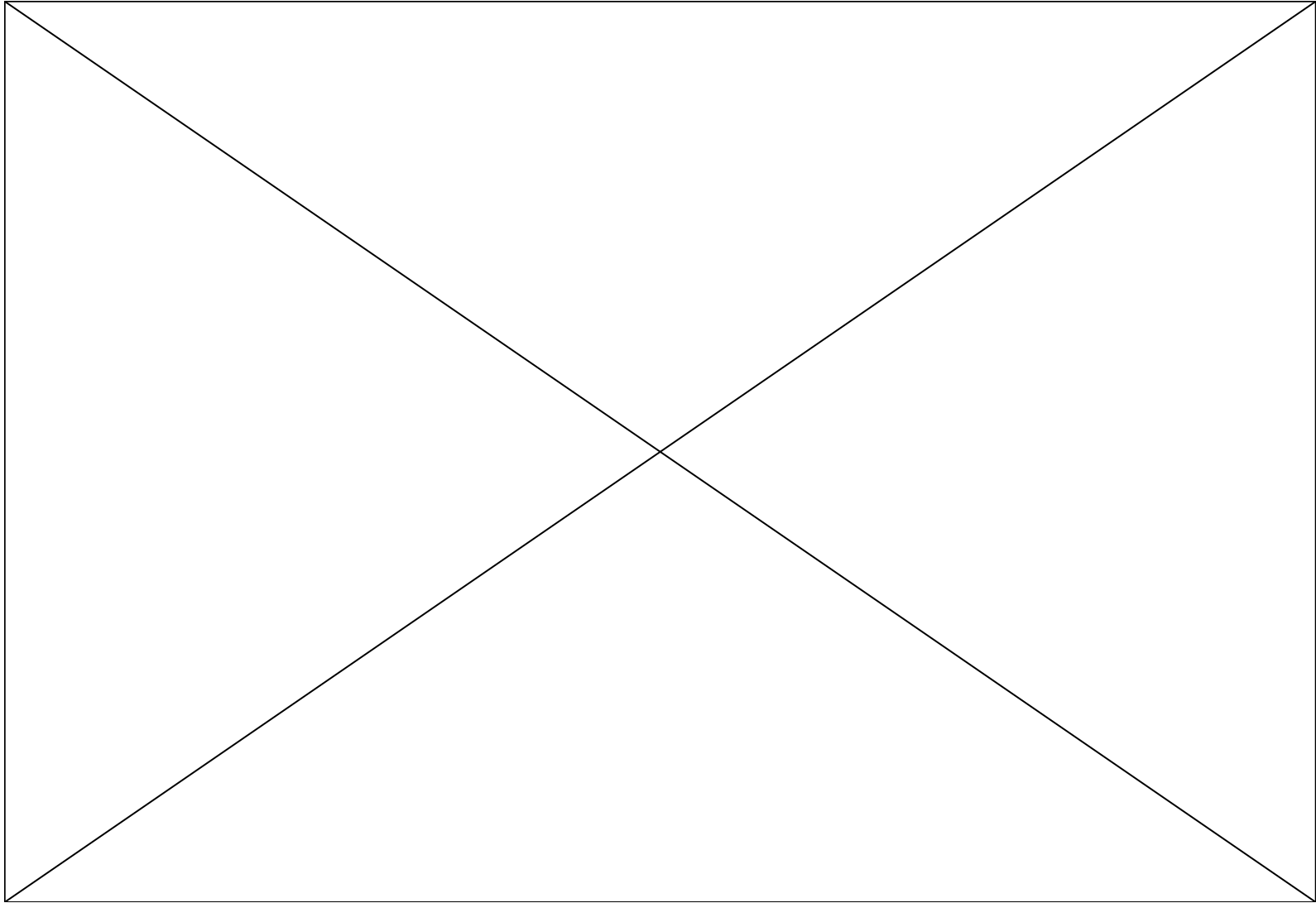
- Sequencing communication activities – influenced by strategic importance of the audience/stakeholder group; communication capacity of government and reformers; power and influence of vested interests.

# Healthcare Reform in the U.S.





# Healthcare Reform in the U.S.



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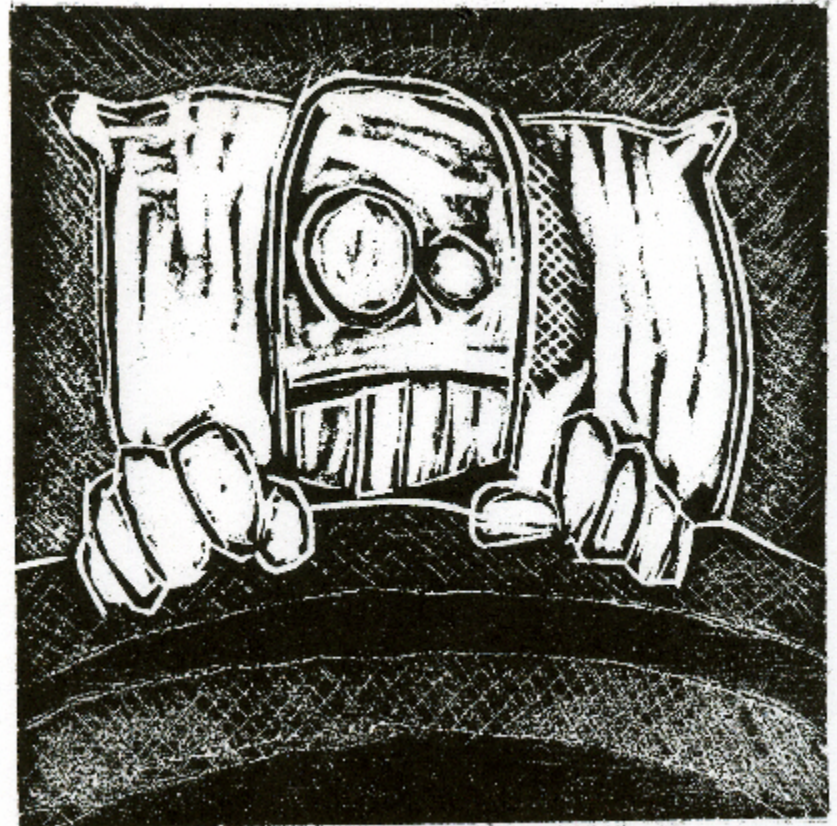


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