

Philippine Procurement Reform

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

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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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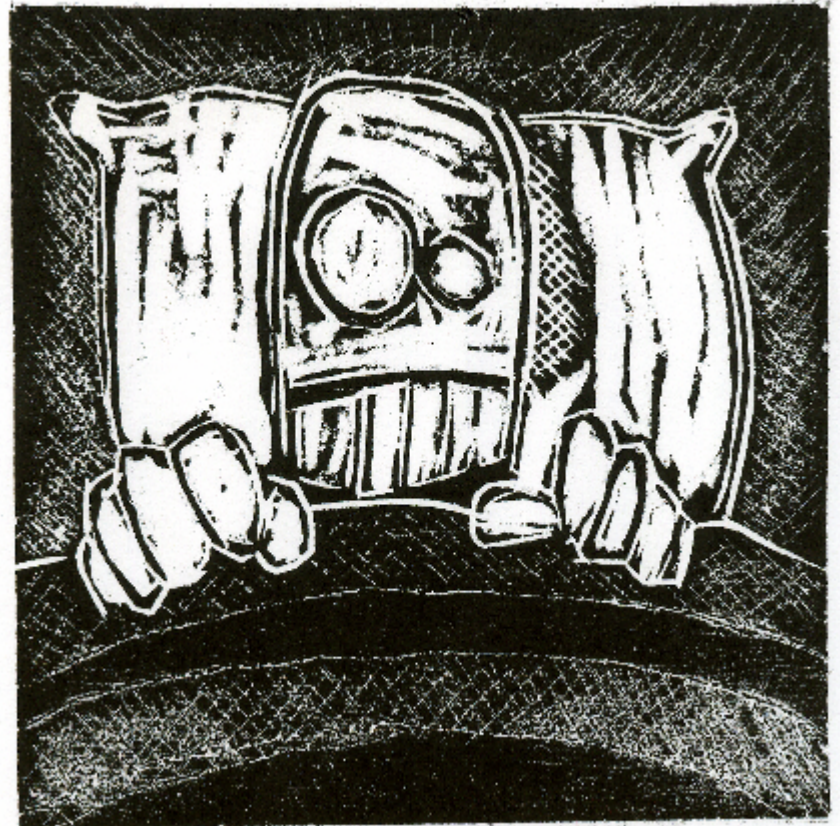


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"The acid test of reform should not be what can be attained but what can be sustained."

- Robert O. Varenik,
Open Society Justice Initiative

Philippine Procurement Reform: From Passage to Implementation

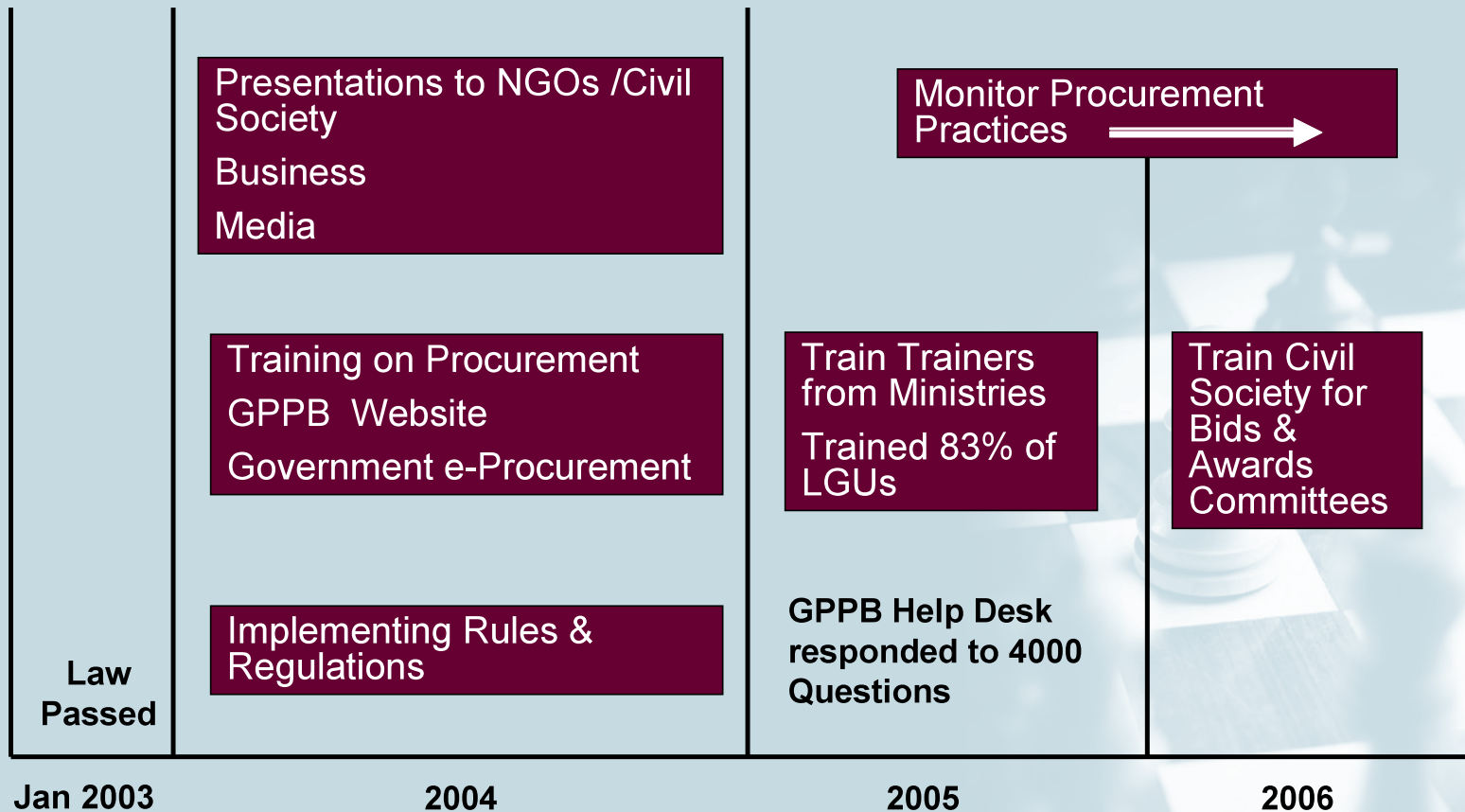
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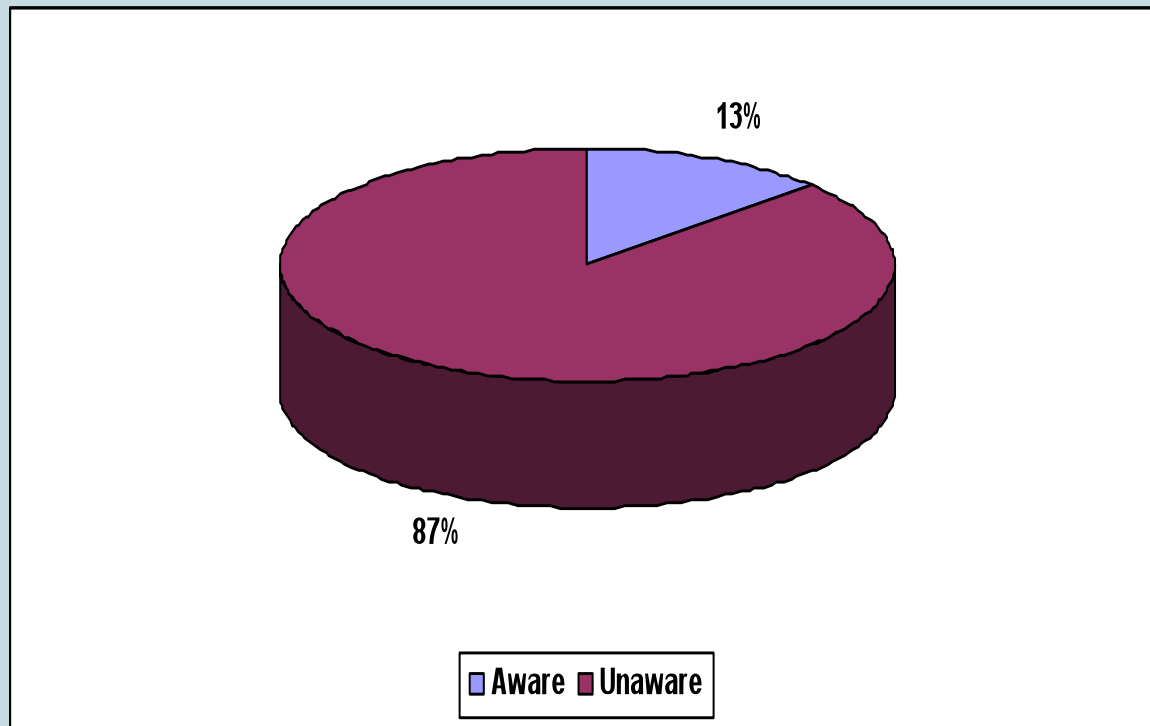
Timeline

2004-2006



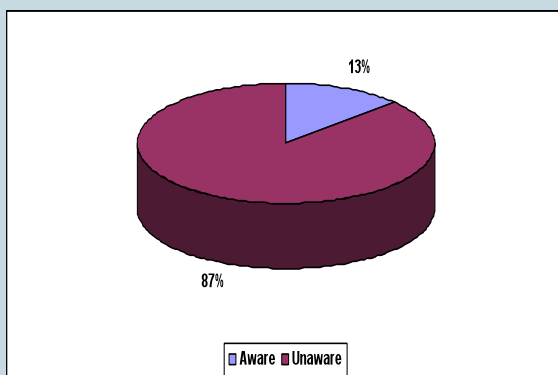
Public Awareness of the Procurement Law

A surprising statistic ?...



Attitudes toward the Law

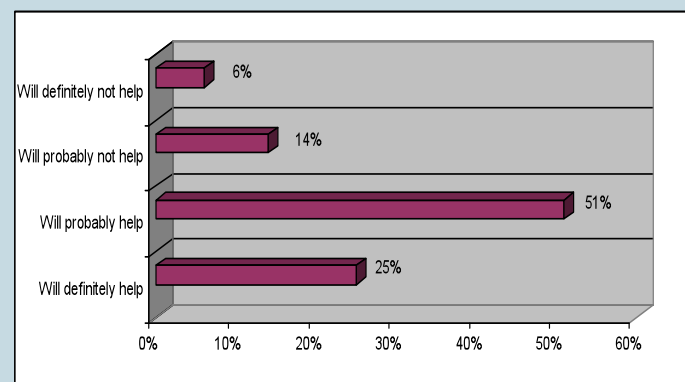
Despite low public awareness of the law...



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?

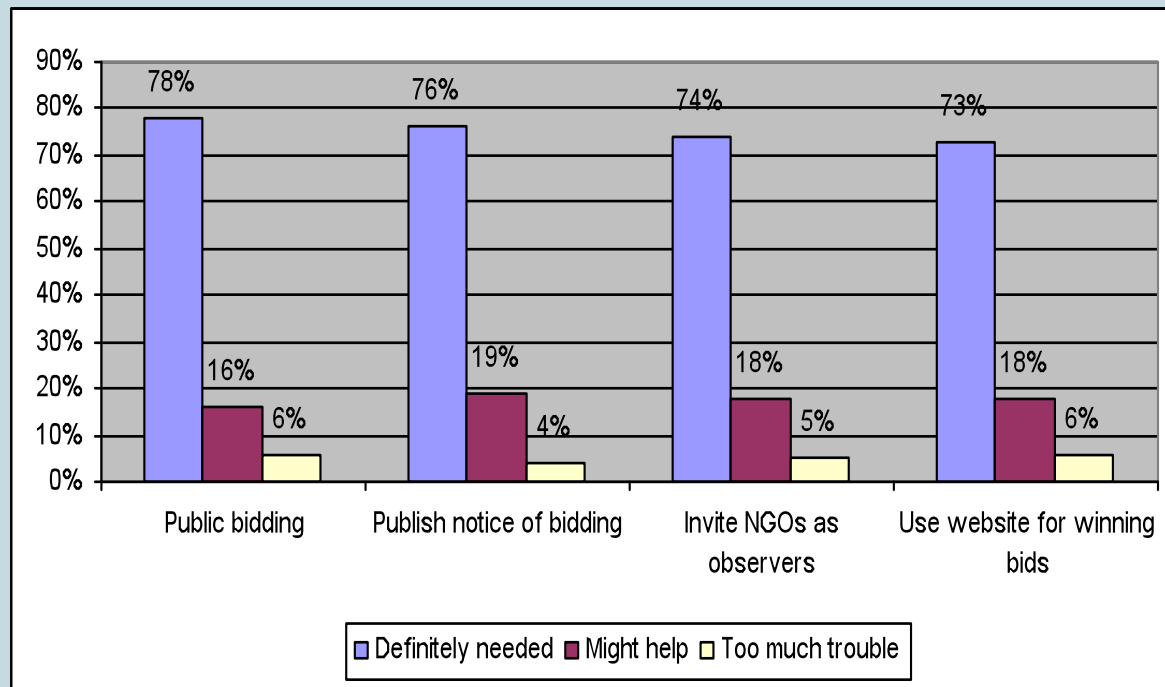
... *majority* believe the law will help reduce corruption.



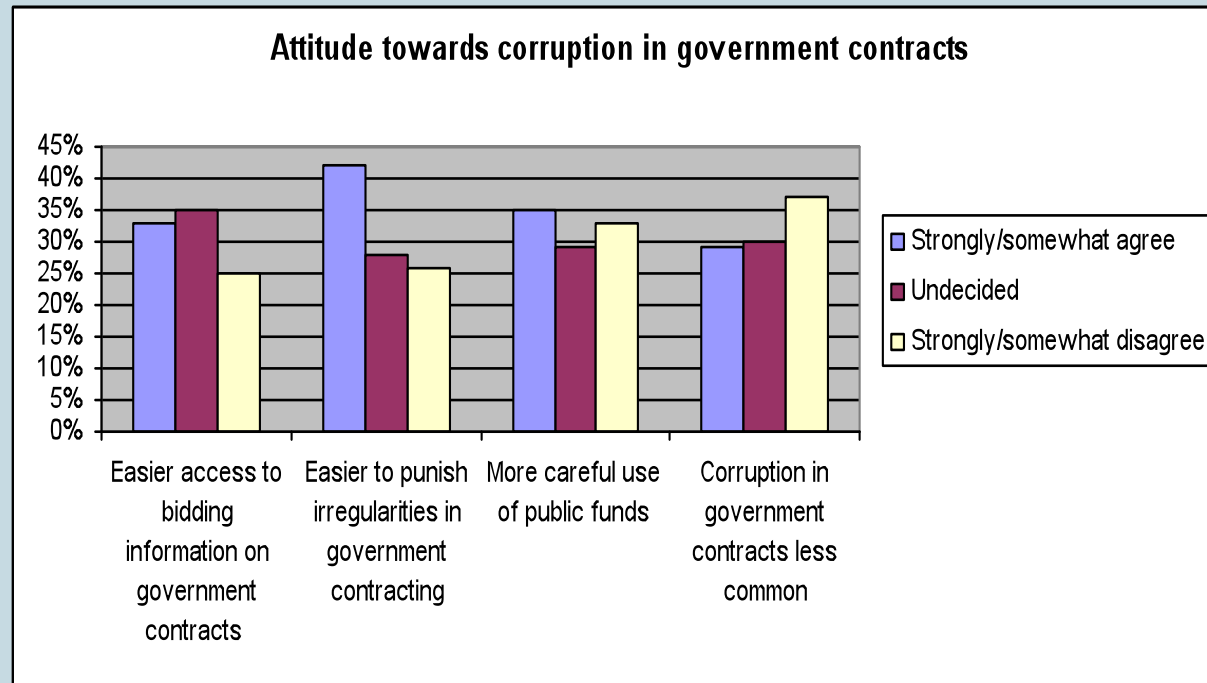
Question 106:

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

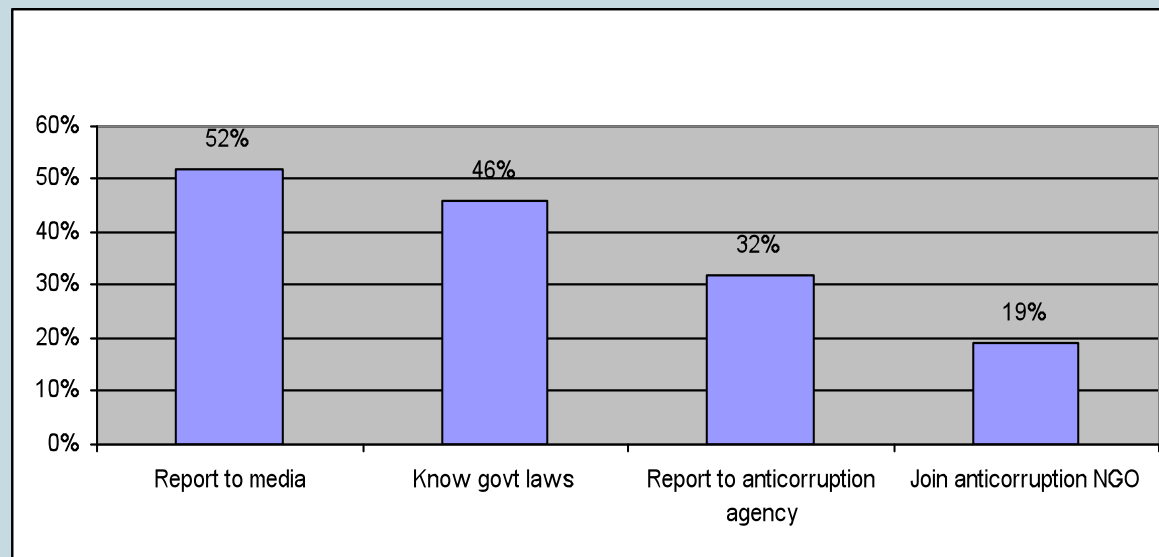
Support for Provisions of the Procurement Law



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.*

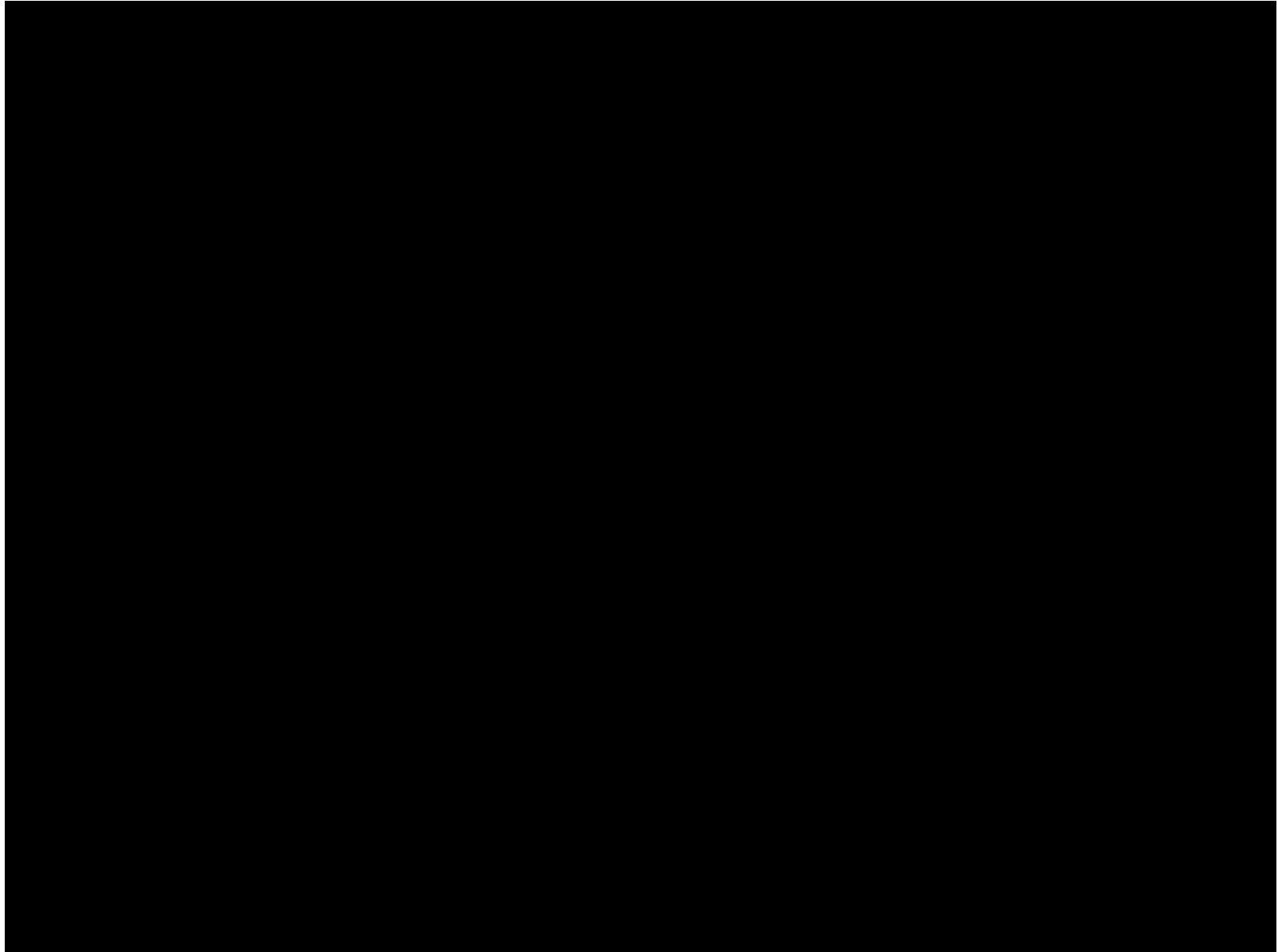
Lessons Learned

- 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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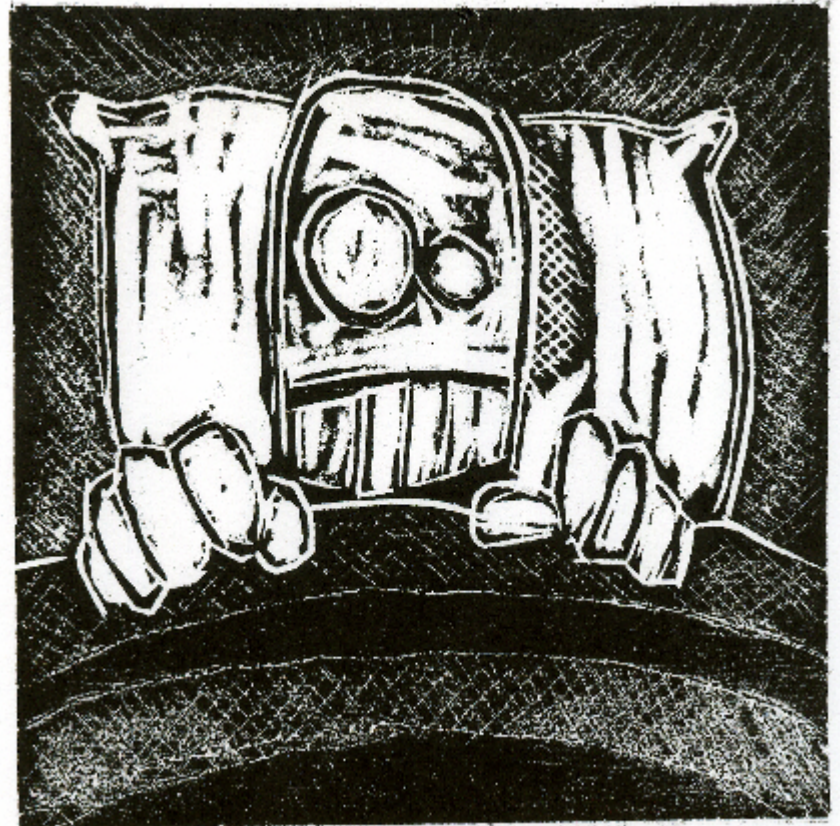


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