

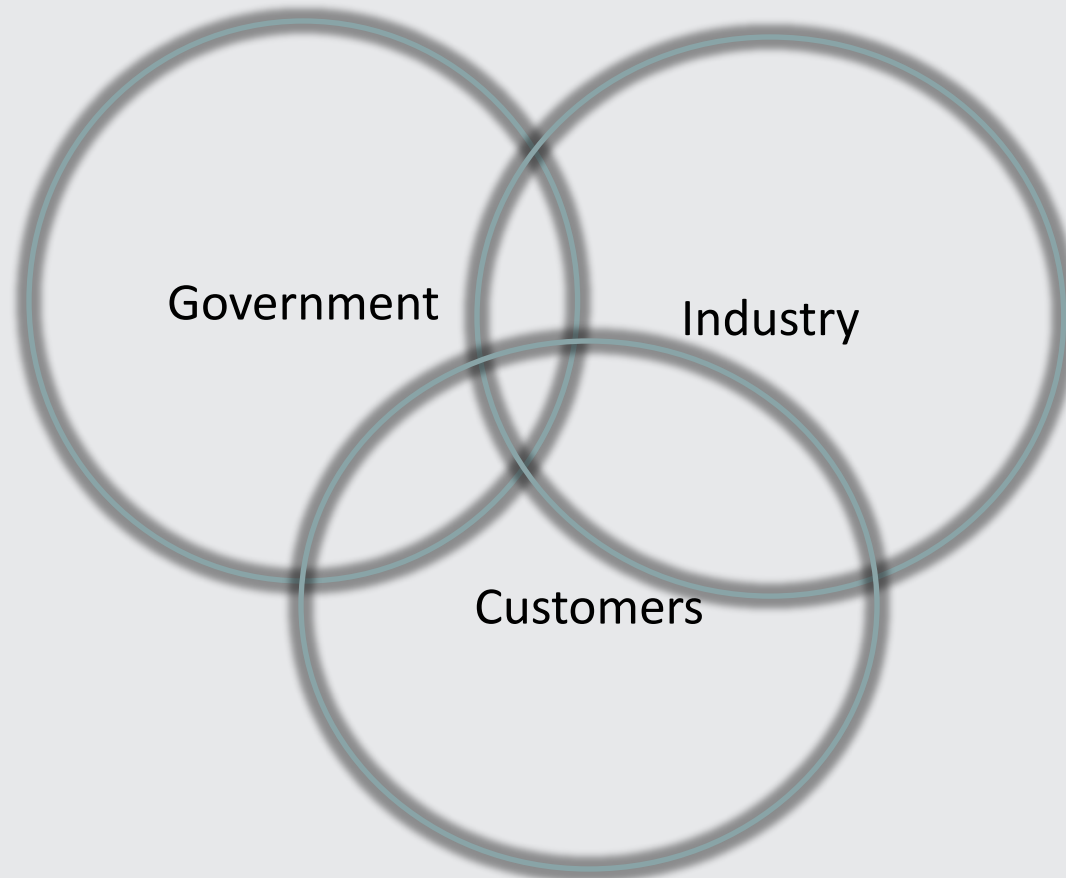


Working with Industry to Achieve Success: The Stakeholder Engagement Strategy

Alyazi Al Mazrouei: *ADFCA HACCP Team*

Aim

- To establish a framework for collaboration with a wide range of stakeholders to maximize the utility of the project outputs.





Accomplishments through the Last Two Years: How Stakeholders were Engaged

Stakeholder Engagement: More than 600 Stakeholders Involved in the Project

- Working group meetings / Workshops
- Safe Supplier Working Group
- Chemical suppliers
- HACCP Trainers
- HACCP Consultants
- Emirates Chefs Guild
- Hygiene Managers Guild
- Volunteers
 - Caterers, Visiting experts
- UAEU Intern Students (field work)



Working group



Establishment of Guidelines: How to Choose a Safe Supplier

- A specialized group worked on the guidelines.



Workshops

- Traditional kitchens



Partnership

- Executive Chefs were discussed their problems. and suggested simple, low cost solutions.
- Kept a list of their issue to address it in the code of practice.



Photo Shoot

- Special help was provided by some stakeholders to establish the codes of practice document.



Photo Shoot

- Royal Catering and Burjeel Hospital gave the opportunity to a full day of in-depth photo shooting for the purpose of “Salamt Zadna” SOPs



Photo Shoot



Next stage: Project 2013

Project Plan for 2013

- Social Marketing campaign / a modern method used by developed countries
- By trying to reach the whole community.
- It is proven to be one of the most effective ways ,by research, to change behavior.
- It uses modern techniques to make the messages appear everywhere in order to inspire change.

Can you sell “the practice of hand washing” like you sell “TV”?

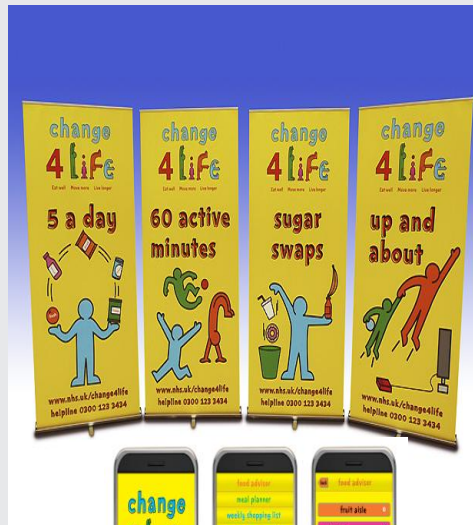


Example of successful Social Marketing campaign

- Slip-Slop-Slap



Example of successful Social Marketing campaign



In The Future:-



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- Branded Templates
- High Impact
- Direct



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