

Stretchfield Empowers CBOD with a Neutral Platform for Dynamic Energy Policy Discussions

CLIENT OVERVIEW

- Industry: Energy and Petroleum
- Client Role: Representative body for Bulk Oil Import, Distribution & Export Companies (BIDECs), storage depots, and affiliated petroleum businesses in Ghana.
- Objective: Host a town hall to provide a platform where NPP and NDC could present their energy policies for Ghana, fostering informed discussions among stakeholders.

PROJECT GOALS

- Policy Transparency: Enable each political party to clearly outline their energy policies to the client and stakeholders, supporting informed decision-making.
- Stakeholder Engagement: Facilitate meaningful engagement among political representatives, CBOD members, and other energy stakeholders.
- Neutrality and Balance: Ensure an impartial setting where each party had an equal opportunity to present and address questions from stakeholders.

OUR APPROACH

- Collaborated with the client to design the event flow, incorporating presentations, Q&A sessions, and discussions tailored to stakeholders' concerns.
- Customized Venue and Setup: Supported client to secure a venue that supported professional and confidential discussions.
- Managed branding and stage design and set up to ensure a neutral environment that aligned with CBOD's representation goals.
- Facilitating Stakeholder Engagement: Created structured feedback channels where attendees could submit questions anonymously or interact directly with party representatives, ensuring a comprehensive understanding of each party's stance.
- Data Collection and Follow-up: Conducted live surveys to measure engagement and capture feedback on each political party's presentation.
- Compiled a report summarizing the key points, audience insights, and engagement statistics to support CBOD in policy discussions and future planning.

RESULTS & IMPACT

- Neutral Facilitation and High Satisfaction: Feedback from both political parties praised the event's impartial structure, and 85% of attendees were very satisfied on how well the event was organized
- Informed Engagement: Over 81% of attendees reported better understanding of the political parties' energy policies, achieving BIDEC's objective of fostering transparency.
- High Engagement: Received 32 questions and 28 survey responses, reflecting strong participant engagement and interest in policy discussions.



Through Stretchfield's expertise, we were able to offer a fair and balanced platform for essential energy policy discussions, enhancing transparency for our stakeholders and supporting informed decision-making."

Dr. Patrick Kwaku Ofori
CEO, CBOD