

# The Political and Public Will (PPW) Approach



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*Workshop on Political Economy for  
Improved Policy Analysis and  
Implementation in CGIAR*

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# Outline

- Motivations, strengths, & limitations
- Definitions
- Action research
- Applied research
- Conclusions

# Motivations

- Make “political will” and “public will” analytically useful concepts
- Better job of anticipating failure or success of (policy) change efforts
- Governance and communication matter, as do markets and incentives

# Strengths of PPW Approach

- Emphasizes social communication processes
- Inclusive of incentives and demand but recognizes limitations
- Flexible for context dependence
- Inclusive of institutions, coalitions, and stakeholders
- Multidisciplinary

# PPW Approach Is Not ...

- A traditional causal model or framework
- A model of prices, value chains, etc.
- Applicable across many different contexts simultaneously



# Political & Public Will

## Political will: Components

- “A sufficient set of decision makers”
- “With a common understanding of a particular problem on the formal agenda”
- “Is committed to supporting”
- “A commonly perceived, potentially effective solution”

**SOURCE:** Post, L. A., Raile, A. N. W., & Raile, E. D. (2010). Defining political will. *Politics & Policy* 38(4): 653-676.

# Political & Public Will

## Public will: Components

- “Social system”
- “Shared recognition of a particular problem”
- “Resolve to address the situation”
- “In a particular way”
- “Through sustained collective action”

**SOURCE:** Raile, E. D., Raile, A. N. W., Salmon, C. T., & Post, L. A. (2014). Defining public will. *Politics & Policy* 42(1): 103-130.

# Definitions

| <b>Political Will</b> (Post et al., 2010)                                | <b>Public Will</b> (Raile et al., 2014)                 |
|--|---|
| A sufficient set of decision makers                                      | A social system's                                       |
| with a common understanding of a particular problem on the formal agenda | shared recognition of a particular problem              |
| is committed to supporting   | and resolve to address the situation                    |
| a commonly perceived, potentially effective policy solution              | in a particular way through sustained collective action |




# Political & Public Will

## Approach as action research

- Who are stakeholders?
- How do they view problems and solutions?
- How to align these views?
- Mutual accountability


**SOURCE:** Raile, A. N. W., Raile, E. D., & Post, L. A. (2018). Analysis and action: The political will and public will approach. *Action Research*.

Original Article



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# Applications



## Climate-Smart Agriculture (CSA) in Sub-Saharan Africa

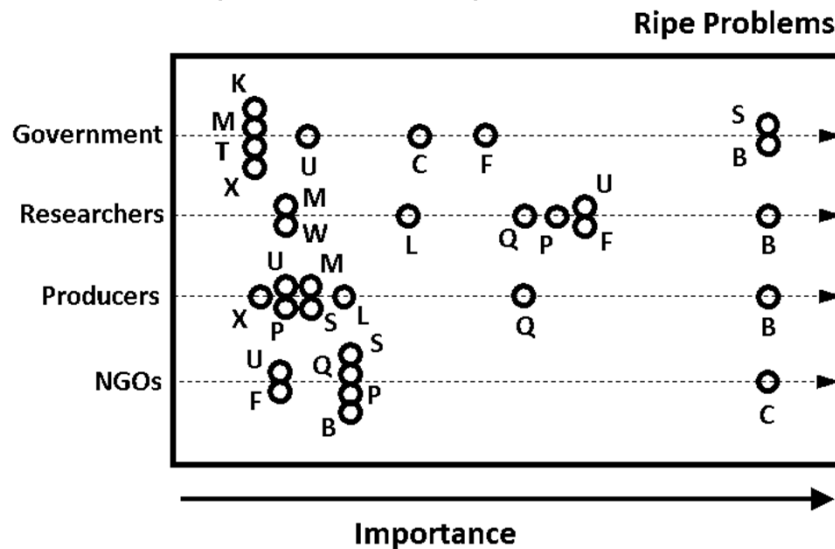
- How stakeholder understandings of climate and socioeconomic problems in Uganda and Senegal lend themselves to applying CSA innovations as solutions (RoPR 2018)
- Political and public will for the adoption of CSA practices and policies in Senegal (*JADEE 2019*)
- Obstacles to emergence of public will necessary to upscale CSA successfully in Uganda (*under review*)

**Rutgers University Feed the  
Future Policy Research  
Consortium**

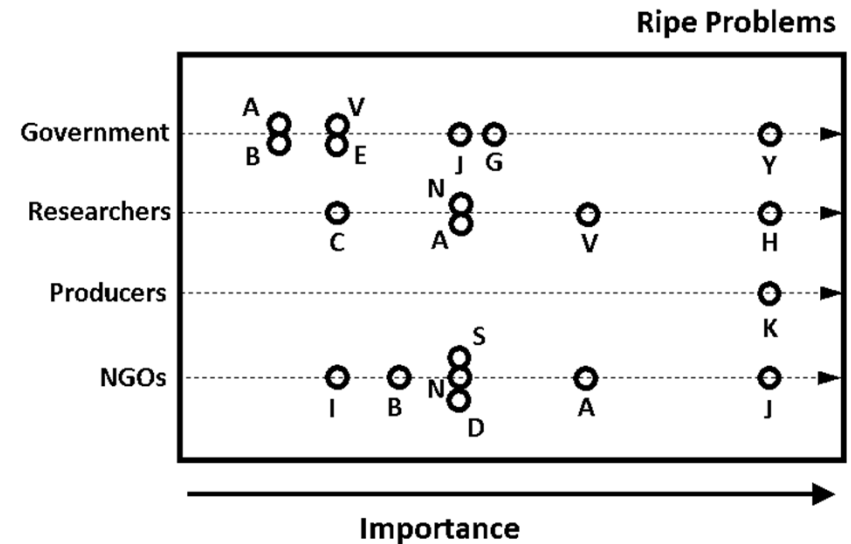
**Support:**  
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# Example: Problem Understandings

**Figure 3A. Socioeconomic & Infrastructure- Agriculture in Uganda**



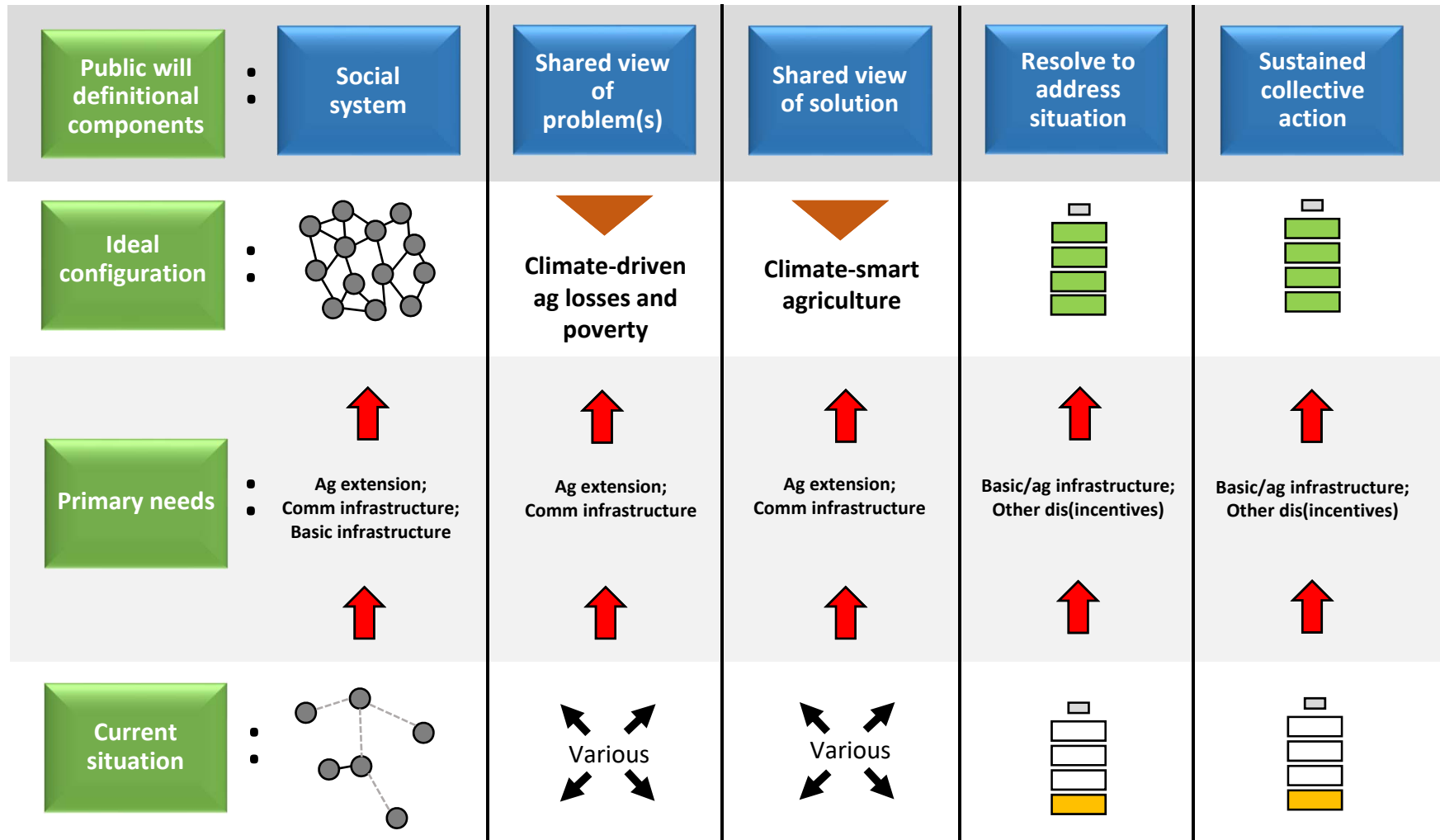
**Figure 3B. Socioeconomic & Infrastructure- Agriculture in Senegal**



**Key:** A = access to water; B = food/crop storage; C = gender-related issues; D = health & healthcare; E = high food prices; F = inadequate farm size; G = input problems; H = insufficient irrigation; I = international competition; J = low investment; K = mechanization; L = middle men; M = need for cooperatives; N = not rice self-sufficient; P = other inputs; Q = output markets; R = population growth; S = poverty; T = reckless behavior; U = seed quality; V = traditional methods; W = transportation; X = unproductive agriculture; Y = urban migration

**SOURCE:** Raile, E. D., et al. (2018). Agriculture in shifting climates: The configuration and ripeness of problem understandings in Uganda and Senegal. *Review of Policy Research*.

**Figure 1. Obstacles to Public Will for CSA in Uganda**



# Conclusion

## Usefulness of Political and Public Will approach

- Flexible, multidisciplinary approach focused on social groups and communication
- Operationalizations and targets for assessment

## Ongoing work

- Theoretical work on context dependence
- Fair pay
- Climate change