Sustainability Through Public-Private Partnerships
Presenters:

- Camille Saadé, BASICS Private Sector Coordinator
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Outline

- Approach to partnership: win-win
- Handwashing initiative in Central America
- Ingredients for successful partnership
Existing Situation - Poor Coverage

- Commercial Sector
- Public Sector
- NGO
Expanding Coverage Through Partnerships

Rich

A

B

Commercial Sector

C

D

Public Sector / NGO

E

Poor
Benefits For Public Sector

- Achievement of objectives in less time and for less investment
- Sustainable use and adoption of recommended products and behaviors
- Improved services to the needy by reallocating resources
- Leveraging of donors’ resources
Benefits For Private Sector

- Shared risk for market development
- Role as global corporate citizen
- Enhanced image
- Improved relations with local authorities
- Competitive advantage
A Catalyst For Partnership

Private Sector

Public Sector

Donors

Catalyst
Role Of The “Catalyst”

- Identify opportunities
- Assess and select partners
- Act as honest broker
- Facilitate marketing plan
- Leverage complementary resources
- Monitor and evaluate intervention