



CSW63 GWI Delegate Report

Private Public Partnerships: Accelerating Innovation and Ensuring Sustainability

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How to do systemic change: partner and take the best of both, in this case, Proctor and Gamble and the Obama Foundation

The aim is to empower teenage girls through education. There are 98 million out of school worldwide. Mobilize peers to support girls. Establish a grassroots network and provide access to research for small NGOs with a grass roots leader. Proctor and Gamble is interested in marketing in Kenya, Asante South Africa. Its program advocates for and empowers women to achieve their full potential. Menstruation at puberty is a problem because it makes girls miss school about 25% of the time. The program donates pads but also educates girls about menstruation and boosts their confidence which plummets at that time of life..

Patrick from Kenya explained that they work with marginalized communities and partner with P and G. and the communities. .The Kenyan policy is inclusive and thinks the future belongs to courageous women and enlightened men. It takes a strong, confident man to stand next to a strong confident woman. P and G wants to be part of the conversation and the solution which affects its customers and provide sustainable social opportunities. P and G does not understand how to sell in that market and seeks people with the skills to do it. They can help with education, product and funds. They want local brainpower with people on the ground.

Tiffany stated that her NGO can not do it alone and P and G as a partner is key to drive action and public awareness which then leads to more donors. PPPartners need similar values; both must gain in the long run. The partnership must be sustainable, speak with one voice, convene grassroots leaders. This speeds up the work. It is then a win win situation. Pand G sells pads and there must be mutual respect, time to reconcile differences and trust. In this case the win win means social impact, access to products at puberty, The implementation must build the confidence of teen girls. The partner has



a broad understanding of the social issues, in this case, the menstruation of girls at puberty.

It means help for education, too. In Kenya the focus is to reach the girls in Grade 6. The program reaches 120 000 girls In South Africa in 100 schools so 20% of that G 6 school population. What did the partners do? The team is continuous, has financial standing, their vision, their creativity and their current understanding of the challenges. Similar values and principles are critical to success. If they do not match, the partnership will not work. The partner needs feedback as to what happened to its dollars for it to be sustainable. Criteria must be set to outline each partner's responsibility, the vendor's, the sponsor's, the sub contractor's

The nature of the relations must be clear. It needs measurable goals which can be tracked and an independent assessor. It is not a sprint but a marathon. The project needs transparency; expectations must be managed so .over communicate about everything even when things go wrong. Schools or the government can hold you back. Money management is all important so good book keeping is essential. Sometimes partners need to walk away so use a contract which lays down the expectations. Set those clear expectations up front and do not go public till the contract is signed because things may not pan out. e.g one deal had a joint grant proposal and a firm deal but when one partner's board and ED changed it fell apart and had to be renegotiated with the new leaders.

It takes many donors to sustain this program or grow the projects so the organization needs to be into the issue for the long haul and through all the difficulties. Moreover, how do you prepare for what you do not know? Policy and attitudes can change and impact projects. So plan for roadblocks .e.g. get financial education if you are not good at bookkeeping. Bring the donor to the work When the donor changes, the rules change so longer term works better.

Estimate the project's costs \$5 -50 000. Run specific projects at various costs to accommodate a wide range of donors. eg Are you dealing with AAUW or Coca Cola? Maintain information flow.. VGIF works in India and Kenya. Kenya has 6 staff, Tanzania 8. Identify the self- starters, go back to the community for each thing as regional coordinators. Once a year, have a face to face meeting, otherwise use conference calls which helps the grass roots people to develop new skills.