



Developing Partnerships with NGOs

**Asian Forum on CSR
8 September 2005**

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Today's Topics

1. Why Opposites Attract
2. Four Examples of Cooperation
3. What Makes Partnerships Work
4. Overcoming the Obstacles

Why Opposites Attract

Convergence of Aims

- Businesses want to contribute to the community, achieve CSR objectives
- But they lack knowledge and mechanisms to put their contributions to good use
- NGOs have built up credibility, knowledge and networks among the disadvantaged
- They want to strengthen their financial, management, and marketing capacities
- ADB and governments of its member countries can bring parties together

*Four Examples of
Cooperation
in Asia and the Pacific*

1. Growing Jobs in PNG

- ADB approved loan for the Skills Development Project in October 1999
- Trust fund provides cofinancing
- NGOs and businesses serve on board
 - ❖ Orchid growing and selling
 - ❖ Bakery training
 - ❖ Urban market gardening

2. Providing Social Protection for Women Market Vendors

- Financial grant targets women vendors working in public markets in Mindanao
- Demonstrates innovative approaches to creating social safety nets
- Offers livelihood skills and entrepreneurial training
- Features multi-stakeholder steering committee and NGO implementation

3. Bringing the Disabled into Mongolia's Labor Market

- 87% of Mongolian disabled who are capable of working are unemployed
- ADB project aims to change perceptions
- Components include employment services and business support
- Initial job fair yielded hundreds of employment offers and raised awareness

4. Facilitating the Business Role in Cambodia's Rural Development

- C-BIRD will promote business partnerships with government, NGOs, and poor villages
- Assess modalities of private-public partnership in rural development
- Identify potential participating villages
- Determine stakeholder capacity
- Catalyze partnerships and building partnerships

Forging Successful Partnerships

Seven Success Factors

Company foundations and NGOs have identified these factors:

- Identify the Right Partner
- Build Trust
- Find Common Ground

Seven Success Factors (Continued)

- Share Resources
- Shoulder Risks Together
- Create Mutual Benefits
- Set Clear Expectations

Overcoming the Obstacles

Risks to Mitigate

- Conflicting goals
- Different approaches
- Unequal partnership
- Stereotyping
- Thinking short-term

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Thank You!